



when eating moves outdoors . . .

CREMOSUXIDINE[®]

SULFASUXIDINE[®] SUSPENSION WITH KAOLIN AND PECTIN

CONTROLS "SUMMER COMPLAINT"

For people at work or on vacation, "summer complaint" is an annoying hazard of warm weather. Changes in routine or in eating or drinking habits can cause diarrhea and ruin summer days.

CREMOSUXIDINE gives prompt control of seasonal diarrhea by providing antibacterial and antidiarrheal benefit. It detoxifies intestinal irritants and soothes inflamed mucosa.

Chocolate-mint flavored CREMOSUXIDINE is so pleasant to take too!

CREMOSUXIDINE and SULFASUXIDINE
are trade-marks of Merck & Co., Inc.

Contains 'Sulfasuxidine' succinylsulfathiazole 10%, pectin 1%, kaolin 10%.



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DIVISION OF MERCK & CO., Inc., PHILADELPHIA 1, PA.



In Asthma

MEDIHALER[®]

automatic measured-dose aerosol medication

For Ample Air Right Now!

NOTHING IS QUICKER • NOTHING IS MORE EFFECTIVE

Medihaler-EPI[®]

For quick relief of bronchospasm of any origin. More rapid than injected epinephrine in acute allergic attacks.

Epinephrine bitartrate, 7.0 mg. per cc., suspended in inert, nontoxic aerosol vehicle. Contains no alcohol. Each measured dose 0.15 mg. actual epinephrine.

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Unsurpassed for rapid relief of symptoms of asthma and emphysema.

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Prescribe Medihaler medication with Oral Adapter on first prescription. Refills available without Oral Adapter.

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Automatic NASAL aerosol nebulization provides prompt, effective, prolonged, and nonirritating decongestion in head colds, allergic rhinitis, sinusitis, and nasopharyngitis. Vasoconstrictive, decongestive, anti-inflammatory, antibacterial. Combines actions of phenylephrine, phenylpropanolamine, neomycin, and hydrocortisone.

FOR KIDDIES TOO

Notably safe and effective for children. Nonbreakable, spillproof.



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The "OLD AGE SYNDROME"

hasn't got him down!



*He's active **NOW!***

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SUPPLY: Bottles of 100 and 500 tablets.

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The authors, all of the Department of Psychiatry, University of Oregon, offer a common-sense approach to the therapy for anxiety tension reactions which does not involve long interviews or psychoanalysis. They found that training the chronically "nervous" patient to relax (using a modified Jacobson system) brings relief of both psychic and the somatic symptoms.

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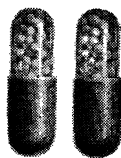
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Now—the most widely prescribed tranquilizer¹ in sustained release capsules

Meprospan*

meprobamate (Miltown®) capsules

q. 12 h.



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2. Baird, H. W., III: A comparison of Meprospan (sustained action meprobamate capsule) with other tranquilizing and relaxing agents in children. Submitted for publication, 1958.

Two capsules on arising **last all day**

Two capsules at bedtime **last all night**

relieve nervous tension on a *sustained* basis, without between-dose interruption

*"The administration of meprobamate in sustained action form [Meprospan] produced a more uniform and sustained action . . . these capsules offer effectiveness at reduced dosage."*²

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Supplied: 200 mg. capsules, bottles of 30.

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who discovered and introduced Miltown®

all-day
or all-night protection
from

TENSION HEADACHE

with
one oral dose

Compazine[★] Spansule[†]

capsules are especially useful for prompt and prolonged relief from tension headache.

For the patient whose anxiety and nervousness are manifested as tension headache, one 'Compazine' *Spansule* capsule taken in the morning provides protection *throughout the day*.

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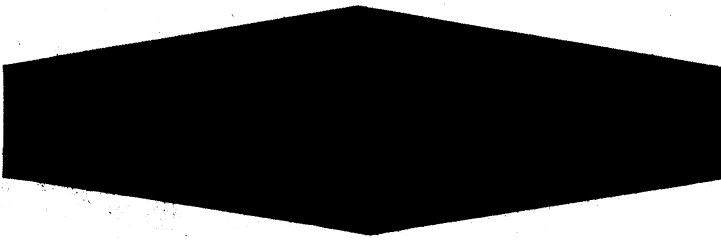
Smith Kline & French Laboratories,
Philadelphia

★T.M. Reg. U.S. Pat. Off. for prochlorperazine, S.K.F.

†T.M. Reg. U.S. Pat. Off. for sustained release capsules, S.K.F.



symptoms relieved



With even the most rapid antibacterial action, pain of urinary tract infection usually persists until healing begins. So — Azo Gantrisin adds *symptomatic* relief to potent antibacterial action: its azo component offers swift suppression of both pain and discomfort during this interim phase.

Supplied: Red tablets containing 0.5 Gm Gantrisin® (brand of sulfisoxazole) plus 50 mg phenylazo-diamino-pyridine HCl, in bottles of 100 and 500.

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Nutley 10, New Jersey



Azo Gantrisin



Agreement is possible

when **EAST** meets **WEST**

(therapeutically, that is)



in **Theominal[®] R. S.**

(Theominal with Rauwolfia serpentina)

FOR ESSENTIAL HYPERTENSION

Advantages:

1. Gradual but sustained reduction of blood pressure
2. Diminution of emotional tension, anxiety and insomnia
3. Alleviation of congestive headache, vertigo, dyspnea
4. Improvement in orientation and social behavior in the aged

Dose: 1 tablet two or three times daily.

Supplied: Bottles of 100 and 500 tablets.

RAUWOLFIA SERPENTINA—used medicinally
+ for centuries in India and Malaya

THEOMINAL—prescribed by American
physicians for several decades

= THEOMINAL R. S.:

Each tablet contains 320 mg. theobromine,
10 mg. Luminal,[®] 1.5 mg. purified
Rauwolfia serpentina alkaloids (alseroxylon).

Theominal and Luminal (brand of phenobarbital),
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ACNE



Fostex[®] degreases the skin
and helps remove blackheads

*Fostex contains a combination of surface
active agents (Sebulytic*) which:*

- ◀ Completely emulsify excess oil so that it is quickly washed off the skin.
- ◀ Penetrate and soften comedones, unblocking the pores and facilitating removal of sebum plugs.

Fostex dries and peels the skin

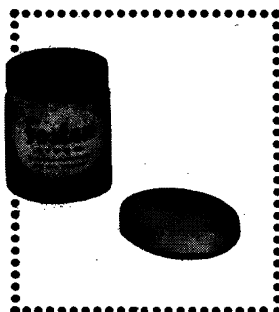
- ◀ The Sebulytic base of Fostex dries and promotes peeling of the skin . . . actions enhanced by the keratolytic effects of micropulverized sulfur and salicylic acid.

* (Sodium lauryl sulfoacetate, sodium alkyl aryl polyether sulfonate, sodium dioctyl sulfosuccinate.)

Fostex also contains sulfur 2%, salicylic acid 2% and hexachlorophene 1%.

FOSTEX CREAM
for therapeutic washing of skin in the initial phase of acne treatment, when maximum degreasing and peeling are desired.

FOSTEX CAKE
for maintenance therapy to keep skin dry and substantially free of comedones.

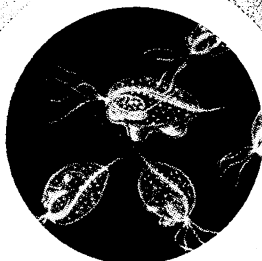


Fostex is easy for your patients to use

- ◀ Patients stop using soap on affected skin areas. Instead they use Fostex for therapeutic washing of the skin. The Fostex lather is massaged into the skin for 5 minutes—then rinse and dry.

WESTWOOD Pharmaceuticals
Division of Foster-Milburn Co.
468 Dewitt Street • Buffalo 13, New York

for vaginal moniliasis, trichomoniasis or both



a new specific **moniliacide** **MICOFUR™** is combined with
brand of nitrofurantoin
 the established specific **trichomonacide** **FUROXONE®** in
brand of furazolidone

IMPROVED

TRICOFURON®

VAGINAL SUPPOSITORIES AND POWDER

85% CLINICAL CURES* In 219 patients with either trichomonal vaginitis, monilial vaginitis, or both, clinical cures were secured in 187.

71% CULTURAL CURES* 157 patients showed negative culture tests at 3 months' follow-up examinations.

Simple two-step treatment swiftly brings relief and control of vaginal moniliasis and trichomoniasis.

STEP 1 Office administration of TRICOFURON VAGINAL POWDER

Applied by the physician at least once a week, except during menstruation.

(Micofur 0.5% [anti 5-nitro-2-furazolidone], the new nitrofuran fungicide, and Furoxone 0.1% in an acidic, water-soluble powder base). Plastic insufflator of 15 Gm., with 8 sanitary disposable tips. Also glass bottle of 30 Gm.

STEP 2 Continued home use to maintain moniliacidal-trichomonacidal action: TRICOFURON VAGINAL SUPPOSITORIES

Employed by the patient each morning and night the first week and each night thereafter—through one cycle, especially during the important menstrual days.

(Micofur 0.275% and Furoxone 0.25% in a water-soluble base) **NEW!** Box of 24 bullet-shaped suppositories, each hermetically sealed in green foil, with applicator. Box of 12 wedge-shaped suppositories without applicator.

*Clinical results of 13 clinical investigations. Data available on request.



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BONADOXIN[®]

stops morning sickness but...

*relief with BONADOXIN in 1534 patients**

good or excellent 87.8%

fair or moderate 8.6%

poor or none 3.6%

**Summary of published clinical studies.*



...BONADOXIN®

doesn't
stop
the
patient

"...tolerance was excellent,
with no drowsiness resulting."¹

"No side reactions
were observed. . . ."²

Each pink-and-blue tablet contains:

Pyridoxine HCl 50 mg.

Meclizine HCl 25 mg.

Bottles of 25 and 100.

1. Weinberg, A., and Werner, W. E. F.: *Am. Pract. & Digest Treat.* 6:580 (April) 1955.
2. Codling, J. W., and Lowden, R. J.: *North-west Med.* 57:331 (March) 1958.



New York 17, New York
Division, Chas. Pfizer & Co., Inc.



in the Menopause



triple benefits

first relieves apprehension, anxiety and irritability

second restores endocrine balance; relieves vasomotor and metabolic disturbances

third relaxes skeletal muscle;
relieves low back pain, tension headache

Milprem®

MILTOWN®
TRANQUILIZER WITH
MUSCLE-RELAXANT ACTION



CONJUGATED ESTROGENS
(EQUINE)
ORALLY ACTIVE ESTROGEN

Each tablet contains:

Miltown (meprobamate, Wallace) . . . 400 mg.
2-methyl-2-n-propyl-1,3-propanediol dicarbamate

Conjugated Estrogens (equine) 0.4 mg.

Supplied: Bottles of 60 tablets.

Dosage: 1 tablet t.i.d. in 21-day courses
with one week rest periods; should be
adjusted to individual requirements.

Literature and samples on request

 WALLACE LABORATORIES, New Brunswick, N. J.

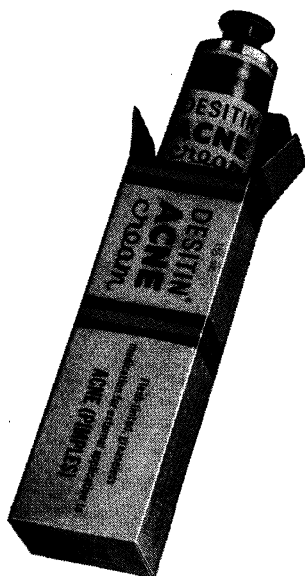
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clinical studies^{1,2} demonstrate
marked reduction of
comedones and pustules,
superior concealment

NEW!

DESITIN[®] ACNE cream

Use of Desitin Acne Cream in 153
acne vulgaris patients for 4 months
produced "marked improvement"
in 112 (73 per cent) and "moderate
improvement" in 30 (19 per cent) as
shown by substantial reduction of
comedones and pustules.¹



tubes of 1½ oz.

- conceals lesions without medicated or mask-like appearance, thereby facilitating constant usage without embarrassment of patient.
- moderate keratolytic action with reduction of excess oiliness without local irritation.
- combats secondary infection of comedones and pustule formation.

Combines colloidal sulfur, resorcinol, zinc oxide and hexachlorophene in a flesh-tinted, quick-drying, cosmetically elegant and superior base. Safe, pleasant to use, greaseless.

Please write for SAMPLES and reprints.

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812 Branch Ave., Providence 4, R. I.

1. Bleiberg, J.: J. Med. Soc. New Jersey, Aug. 1957.
2. Weissberg, G.: Clinical Medicine, Feb. 1958.

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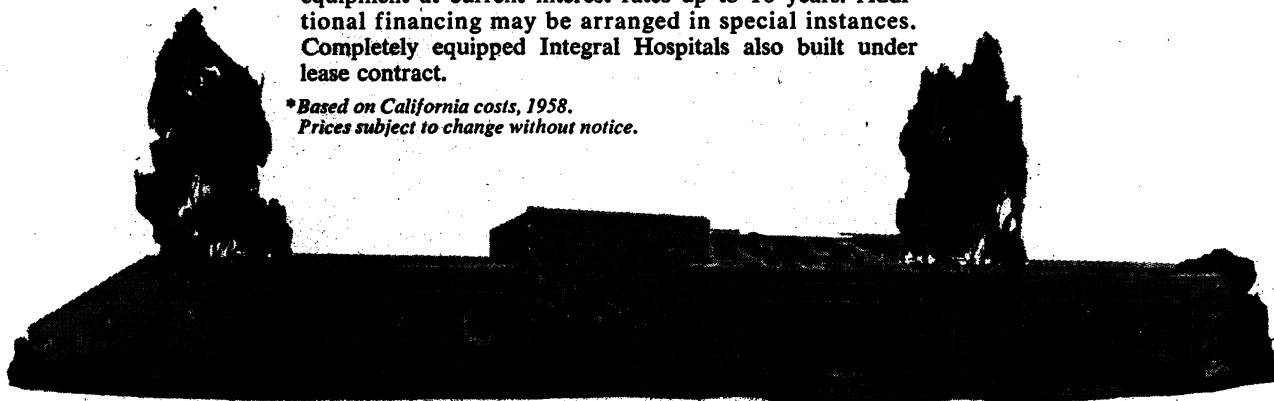
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double duty RAUDIXIN

Squibb Standardized Whole Root Rauwolfia Serpentina

is the solid base line for successful therapy



*Raudixin helps
you relieve
pressures in
your patients*

Raudixin "lowers blood pressure and slows the pulse rate much more efficiently than the barbiturates. . . . It is not habit-forming and is synergistic with all other known hypotensive drugs."*

*Raudixin helps
you relieve
pressures on
your patients*

Raudixin "relieves anxiety and tension, particularly the tension headache of the mild hypertensive patient, better than any other drug."*

RAUDIXIN..."is the best symptom reliever."*

In mild to moderate cases, Raudixin is frequently sufficient.

Base line therapy with Raudixin permits lower dosage of more toxic agents. The incidence and side effects of these agents are minimized. Diuretics often potentiate the antihypertensive effect of Raudixin.

*Finnerty, F. A. Jr.: New York State J. Med. 57:2957 (Sept. 15) 1957.

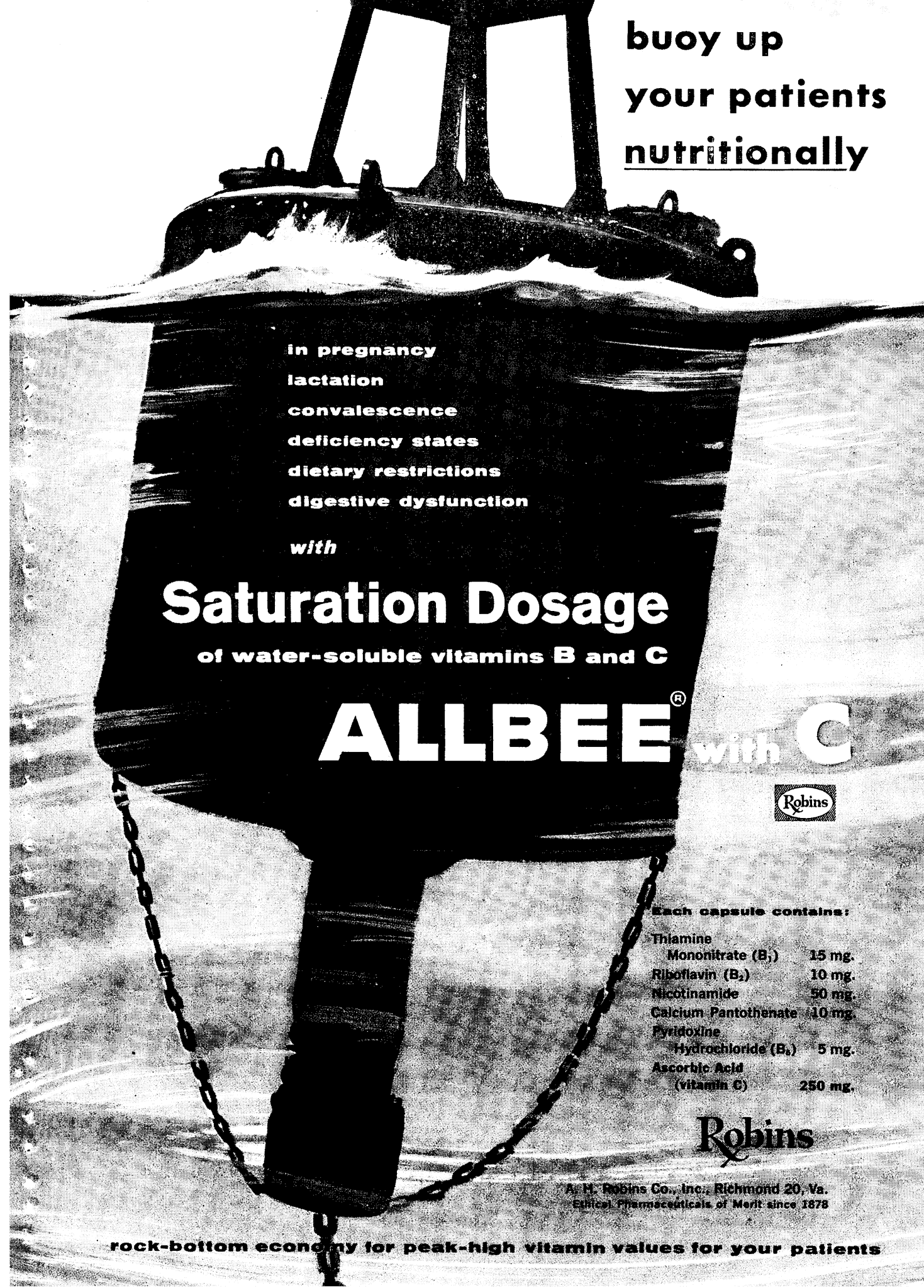
SQUIBB



Squibb Quality—the Priceless Ingredient

*RAUDIXIN® IS A SQUIBB TRADEMARK

Dosage: Two 100 mg. tablets once daily; may be adjusted within range of 50 to 300 mg. **Supply:** 50 and 100 mg. tablets. Bottles of 100, 1000 and 5000.



**buoy up
your patients
nutritionally**

**in pregnancy
lactation
convalescence
deficiency states
dietary restrictions
digestive dysfunction**

with

Saturation Dosage

of water-soluble vitamins B and C

ALLBEE[®] with C



Each capsule contains:

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Pyridoxine Hydrochloride (B ₆)	5 mg.
Ascorbic Acid (vitamin C)	250 mg.

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Ethical Pharmaceuticals of Merit since 1878

rock-bottom economy for peak-high vitamin values for your patients



NEW

Dramamine-DTM

brand of dimenhydrinate with dextro-amphetamine sulfate

***EFFECTIVELY TREATS THE NAUSEA AND
KEEPS THE PATIENT ALERT***



When prescribing an antinauseant and drowsiness is undesirable, Dramamine-D alleviates¹⁻⁶ the nausea yet keeps the patient alert.

Dramamine-D is available on prescription only.

Each scored, orange tablet of Dramamine-D contains 50 mg. of Dramamine and 5 mg. of dextro-amphetamine sulfate.

References:

1. Arner, O., and Others: Nord. med. 58:1346 (Sept. 12) 1957.
2. Wilner, S.: Canad. M. A. J. 77:199 (Aug. 1) 1957.
3. Bruner, J. M. R.: U. S. Armed Forces M. J. 6:489 (April) 1955.
4. Diamant, A. H.: Nord. med. 48:1324 (Sept. 26) 1952.
5. Wendt, G. R., and Cameron, J. S.: Personal communication, Jan. 4, 1955.
6. Stough, A. R.: Personal communication, Aug. 10, 1957.

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Since when these products were marketed, it has been reported that this increasing resistance provides a significant advantage when added antibiotics such as Tetracycline (tetracycline) and Tetrastatin* (oxytetracycline).

ADVANTAGES OF COSA ANTIBIOTICS:

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2. More consistently elevated antibiotic blood levels
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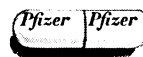
Scimus for the world's well-being

Pfizer Laboratories, Brooklyn 6, N. Y.
Division, U.S. Pfizer & Co., Inc.

References: 1. Welch, H., Wright, W. W., and Staffe, A. W.: Antibiotic Med. & Clin. Therapy 5:152 (Jan.) 1958. 2. Carlazzi, M.: Antibiotic Med. & Clin. Therapy 5:146 (Feb.) 1958. 3. Shalowitz, M.: Clin. Rev. 1:25 (April) 1958. 4. Stone, M. L., Benford, J., and Bradley, W.: Antibiotic Med. & Clin. Therapy 5:322 (May) 1958. 5. Cornblat, T., Chesrow, E., and Barak, S.: Antibiotic Med. & Clin. Therapy 5:326 (May) 1958. 6. West, R., and Clarke, D. H.: J. Clin. Invest. 37:173 (March) 1958. 7. Jimenez-Diaz, C., Aguirre, M., and Arjona, E.: Bull. Inst. M. Res. Madrid 5:127 (Oct.-Dec.) 1955. 8. Lerman, S., Fogell, E. M., and Lieb, W.: A.M.A. Arch. Ophthalm. 57:664 (March) 1957.

Cosa-Tetrastatin contains 250 mg. glucosamine-potentiated tetracycline HCl with 250,000 units of nystatin in each capsule. Cosa-Tetrastatin for Oral Suspension contains 125 mg. glucosamine-potentiated tetracycline HCl with 125,000 units of nystatin in each teaspoonful (5 cc.).

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Capsules (green and white), 250 mg. and 125 mg.

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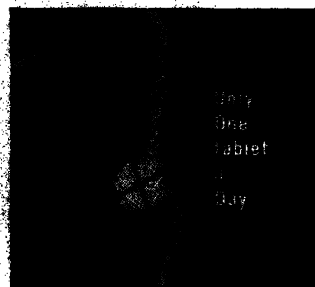
oxytetracycline with glucosamine

Capsules (yellow), 250 mg. and 125 mg.; peach-flavored Oral Suspension, 125 mg. per 5 cc.

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Low Dosage **KYNEX*** for G.U. Infections

Sulfamethoxypyridazine Lederle



Unusual Antibacterial and Anti-infective Properties—More soluble in acid urine¹... higher and better sustained plasma levels than any other known and useful antibacterial sulfonamide.²

Unprecedented Low Dosage—Less sulfa for the kidney to cope with... yet fully effective. A single daily dose of 0.5 to 1.0 Gm. maintains higher plasma levels than 4 to 6 Gm. daily of other sulfonamides—a notable asset in prolonged therapy.²

Dosage: The recommended adult dose is 1 Gm. (2 tablets) the first day, followed by 0.5 Gm. (1 tablet) every day thereafter, or 1 Gm. every other day for mild to moderate infections. In severe infections where prompt, high blood levels are indicated, the initial dose should be 2 Gm. followed by 0.5 Gm. every 24 hours.

KYNEX—WHEREVER SULFA THERAPY IS INDICATED

Tablets: Each tablet contains 0.5 Gm. ($7\frac{1}{2}$ grains) of sulfamethoxypyridazine. Bottles of 24 and 100 tablets.

Syrup: Each teaspoonful (5 cc.) of caramel-flavored syrup contains 250 mg. of sulfamethoxypyridazine. Bottle of 4 fl. oz.

References:

1. Griebble, H.G., and Jackson, G.G.: Prolonged Treatment of Urinary-Tract Infections with Sulfamethoxypyridazine. *New England J. Med.* 258:1-7, 1958.
2. Editorial: *New England J. Med.* 258:46-48, 1958.

LEDERLE LABORATORIES, a Division of AMERICAN CYANAMID COMPANY, Pearl River, New York

*Reg. U. S. Pat. Off.





Introducing

Reports from Investigators

In medical student volunteers, 'Deaner' produced increased daytime energy and attentiveness at lectures, sounder sleep (with a reduction in the hours of sleep needed), better ability to concentrate on both studying and writing, decreased apprehensiveness prior to and during examinations, a more affable mood and outspoken personality.

1. Murphree, H.B., Jr.; Jenney, E.H., and Pfeiffer, C.C.: 2-Dimethylaminoethanol as a Central Nervous System Stimulant. Presented before Assoc. for Research in Nervous and Mental Disease, New York, Dec. 12-14, 1957. To be published.

In Exhaustion and Depression—In a study of over 100 patients suffering from various psychiatric disorders, especially exhaustion and mild depression, the clinical effect of 'Deaner' was to increase energy and to relieve depression in over 70%.

2. Lemere, F., and Lasater, J.H.: Am. J. Psychiat. 114:655 (Jan.) 1958.

In Learning Problems—Some of the children with reading problems and other learning defects have improved markedly during their treatment with 'Deaner'.

3. Oettinger, L.: Presented at meeting of Am. Encephalographic Soc., Atlantic City N.J., June 12-14, 1958

the Anti-Depressant

DeanerTM

p-acetamidobenzoic acid salt of 2-dimethylaminoethanol

A Totally New Molecule for the Treatment of

Chronic Fatigue States

Mild Depression

Chronic Headache

Migraine

Neurasthenia

In extensive clinical trials, DEANER has proved to be of value in that large contingent of patients with vague, undefined symptoms, who feel under par and lack energy or are mildly depressed.

Patients with chronic headache including migraine are benefited.

Advantages of 'Deaner'

Effects come on gradually and are prolonged...

Without causing hyperirritability, jitteriness or emotional tension...

Without causing excess motor activity...

Without causing loss of appetite...

Without elevating blood pressure or heart rate...

Without sudden letdown on discontinuance of therapy.

Dosage

Initially, 1 tablet (25 mg.) daily in the morning. Maintenance dose, 1 to 3 tablets (25 mg. to 75 mg.) for adults; ½ to 3 tablets for children. Full benefits may require two weeks or more of therapy.

'Deaner' is supplied in 25 mg. scored tablets in bottles of 100.

Another



First

LOS ANGELES



running noses ...



and other hay fever symptoms

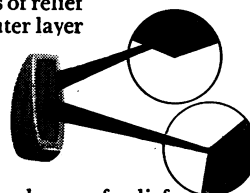
TRIAMINIC stops rhinorrhea, congestion and other distressing symptoms of summer allergies, including hay fever. Running nose, watery eyes and sneezing are best relieved by antihistamine *plus* decongestant action — systemically — with **TRIAMINIC**.

This new approach frequently succeeds where less complete therapy has failed. It is not enough merely to use histamine antagonists; ideally, therapy must be aimed also at the congestion of the nasal mucosa. Triaminic provides such effective combined therapy in a single timed-release tablet.

TRIAMINIC brings relief in minutes—lasts for hours. Running noses stop, congested noses open—and stay open for 6 to 8 hours.

Triaminic provides around-the-clock freedom from allergic congestion with just one tablet t.i.d. because of the special timed-release design.

first—3 to 4 hours of relief from the outer layer



then—3 to 4 more hours of relief from the inner core

Dosage: One tablet in the morning, mid-afternoon and at bedtime. In postnasal drip, one tablet at bedtime is usually sufficient.

Each timed-release **TRIAMINIC** Tablet contains:

Phenylpropanolamine HCl	50 mg.
Pheniramine maleate	25 mg.
Pyrilamine maleate	25 mg.

TRIAMINIC FOR THE PEDIATRIC PATIENT

TRIAMINIC Juvelets*, providing easy-to-swallow half-dosages for the 6- to 12-year-old child, with the timed-release construction for prolonged relief.

*Trademark

TRIAMINIC Syrup, for those children and adults who prefer a liquid medication. Each 5 ml. teaspoonful is equivalent to ¼ Triaminic Tablet or ½ Triaminic Juvelet.

Triaminic®

SMITH-DORSEY • a division of The Wander Company • Lincoln, Nebraska • Peterborough, Canada

Achrostatin^{*}V

TETRACYCLINE (PHOSPHATE-BUFFERED) AND NYSTATIN

Combines ACHROMYCIN V with NYSTATIN

Lederle

Bristol *introduces*

KANTREX

—a dramatically new
“STUBBORN SPECTRUM”
bactericidal
antibiotic

Announced at two-day conference
under auspices of
NEW YORK ACADEMY OF SCIENCES
JULY 10 AND 11, 1958

Chemical, microbiological, pharmacologic and clinical aspects
reviewed in 35 papers by eminent investigators. For a complimentary copy of the complete proceedings, write to

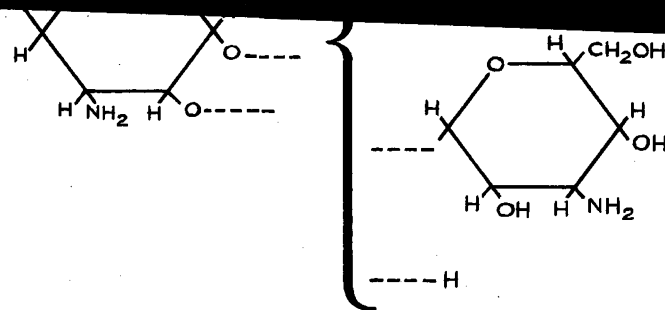
Medical Department
BRISTOL LABORATORIES INC.
630 Fifth Avenue
New York, N. Y.



—bactericidal
against a wide variety
of recalcitrant organisms
—even against
resistant staph!

A new

KAN



Clinical studies show that many stubborn organisms resistant to chloramphenicol, penicillin, streptomycin, erythromycin, chlortetracycline, tetracycline, oxytetracycline, oleandomycin, and novobiocin—singly or in combination—are sensitive to KANTREX.

KANTREX—an antibiotic derived from *Streptomyces kanamyceticus*—is bactericidal against a wide variety of Gram-positive and Gram-negative organisms, including strains of *Micrococcus pyogenes* var. *aureus*—the most notorious of the “resistant staph.”

KANTREX



"A THERAPEUTIC TRIUMPH"

*in staphylococcal endocarditis**

L.B., an adult male, was diagnosed as having tricuspid endocarditis with multiple pulmonary septic infarcts, due to a penicillin-resistant *Staphylococcus aureus hemolyticus*. He was acutely ill and, after receiving 24 million units of penicillin a day, plus 2 Gm. of erythromycin, continued a "striking downhill course."

Intramuscular kanamycin (KANTREX) was started at a dosage of 0.5 Gm. t.i.d. for 3 days, after which it was raised to 1.0 Gm. t.i.d. and continued for 5 weeks. Following this, the dosage was lowered to 0.5 Gm. t.i.d. for 2 weeks. No evidence of any kind of kanamycin toxicity was observed during the 7½ weeks of therapy.

A prompt temperature drop occurred by the fourth day of KANTREX therapy. Subsequently, X-rays showed resolution of the septic infarcts.

The patient was discharged as recovered on 2/7/58, and a clinical follow-up since then showed him to be entirely well. This case was described by the investigator as "a therapeutic triumph."

*Sol Katz, District of Columbia General Hospital, Washington, D.C.: Personal communication.

TYPICAL
CASE
HISTORIES

Among the pathogenic organisms susceptible to KANTREX are various strains of *Staph. aureus* and *albus*, *Proteus*, *A. aerogenes*, *Klebsiella pneumoniae*, *Salmonella*, *Shigella*, *E. coli*, *paratyphoid*, *Pseudomonas* and *enterococcus*.

Preliminary studies indicate that KANTREX is a promising agent against *Mycobacterium tuberculosis*, including streptomycin- and isoniazid-resistant strains.

REX

KANTREXTM

Kanamycin Sulfate

FROM "TERMINAL" STATE TO COMPLETE RECOVERY

*in septicemia and pneumonia**

A.B., a 1-year-old girl, had received chloramphenicol, erythromycin, penicillin, and bacitracin without effect, for septicemia and pneumonia due to *Staphylococcus aureus*.

KANTREX was started on the 18th day of her illness in a dosage of 15 mg./Kg. a day for the first day, and 10 mg./Kg. for 25 days, in divided doses. Total dosage for the 26 days was 1.68 Gm.

A "dramatic improvement" was noted immediately after KANTREX was started. Although the patient seemed "terminal" before KANTREX was administered, she showed rapid improvement, and X-ray evidence of the disease gradually disappeared. She was discharged "completely well." No toxic reactions were observed.

*E. M. Yow and O. Monzon, Dept. of Medicine, Baylor Univ. College of Medicine, Houston, Tex.: Personal communication.

Indications

Indications for KANTREX include infections due to kanamycin-susceptible organisms:

Respiratory infections: laryngitis, tracheitis, bronchitis, pneumonitis, broncho-pneumonia, lung abscess, pleuritis, empyema and bronchiectasis.

Urinary tract infections: acute and chronic pyelonephritis, cystitis.

Soft tissue infections: wound infections, abscesses, cellulitis, osteomyelitis, blood stream infections.

Dosage

Adults: Average daily intramuscular dose 1 to 2 Gm. in 2 to 4 equally divided doses.

Children: Average daily intramuscular dose 15 to 30 mg. per Kg. in 2 to 4 equally divided doses.

Precaution

In the course of extensive clinical trials, signs of renal irritation and skin eruptions (which disap-

peared on cessation of therapy) were occasionally noted. Signs of eighth nerve dysfunction—tinnitus, vertigo and loss of hearing—were observed in a few patients. These patients were predominantly over forty-five years of age; all had received 18 grams or more of KANTREX. In this latter respect it would appear that KANTREX has less toxic potential than streptomycin.

Supply

KANTREX is available in rubber-capped vials as a ready-to-use sterile aqueous solution in two concentrations (stable at room temperature indefinitely):

KANTREX (kanamycin sulfate) 0.5 Gm.
in 2 ml. volume.

KANTREX (kanamycin sulfate) 1.0 Gm.
in 3 ml. volume.

Also available: KANTREX (kanamycin sulfate) Capsules, 0.5 Gm. for preoperative bowel antisepsis; bottles of 20 and 100.



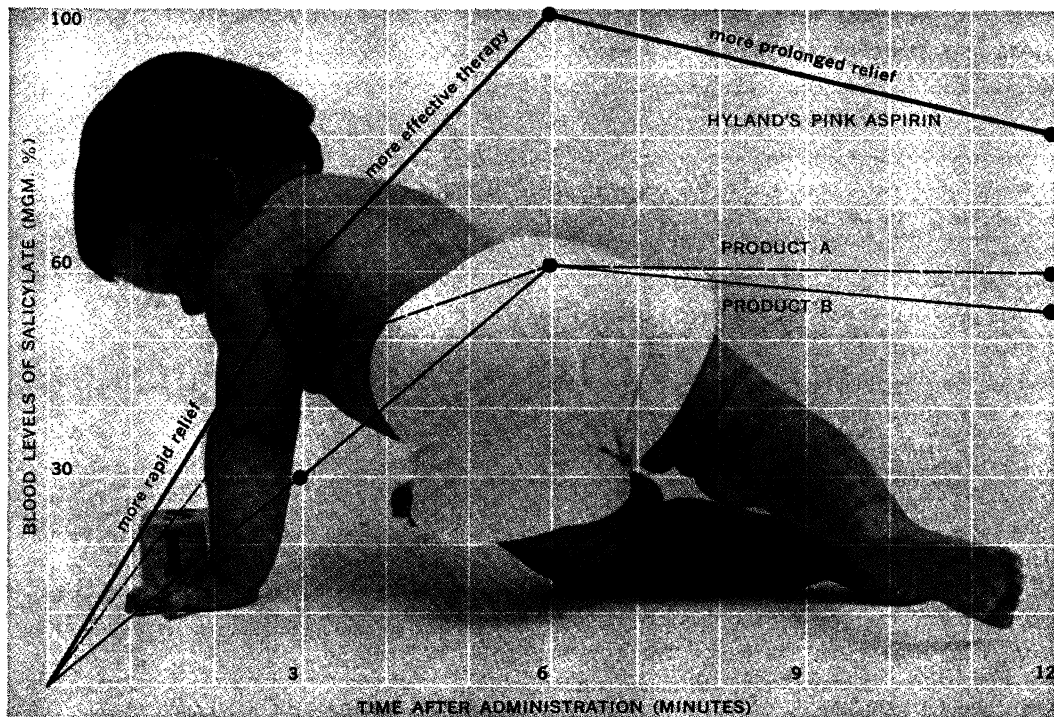
Bristol

LABORATORIES INC. • SYRACUSE, NEW YORK

Comprehensive literature available on request

HYLAND'S PINK ASPIRIN FOR CHILDREN

Gives 27-56% higher blood levels of salicylate



THE ONLY ASPIRIN FORMULATED ESPECIALLY FOR INFANTS

In a recent test of three "infants' & children's" aspirin tablets*...results conclusively showed that Hyland's Pink Aspirin for Children produced blood levels of salicylate 27-56% higher than the other brands. • Here's why: Hyland's Pink Aspirin for Children is the only Triturate. Triturates, often used for injection, are absorbed more quickly...safely. Hyland's contains no starch or binder...ingredients used in compressed tablets which retard assimilation. Controlled dosage for any age—no inaccurate breaking of adult-type tablets. • No "emotional trauma" for your infant patients...specify Hyland's Pink Aspirin for Children (they love the raspberry flavor)...the Triturate tablet that's specially formulated for them! *detailed report sent on request



P & S Laboratories
Los Angeles, California
Specialists in fine pharmaceuticals for children
for over half a century.

California MEDICINE

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NOTICE

MIDWEST DENTIST, California licensed, age 32, desires to lease space for general practice of dentistry in new medical-dental building in San Francisco Bay Area. Character references and history furnished on request. Will visit California in July for interview. Box 94,180, California Medicine.

WANTED: Association with medical group by M.D., specializing in sex problems, of international reputation; Los Angeles area. Box 94,310, California Medicine.

CALIFORNIA, LOS ANGELES AREA, transferable industrial insurance practice, compensation, specials, life. Fully equipped including X-rays; hospital staff appointments assured; excellent climate, schools, churches; sell or lease building; parking lot; purchase option; real estate alone worth entire price; terms, low down payment. Box 94,345, California Medicine.

PHYSICIANS DESPERATELY NEEDED for the San Francisco Bay Area of California, the fastest growing area in the United States. Suites available in new medical-dental building—six months free rent. Box 94,265, California Medicine.

CALIFORNIA—PULMONARY DISEASES—Staff appointment available July 1 in accredited biconity hospital, 219 beds pulmonary diseases, 30 beds rehabilitation chronic illness. Starting salary \$600 monthly, includes furnished modern house for family. Must be eligible California licensure. Write Medical Director, Tulare-Kings Counties Hospital, Springville, California.

PHYSICIANS WANTED

GENERAL PRACTITIONERS AND SPECIALISTS—See us for the MANY EXCEPTIONAL OPPORTUNITIES currently available in San Francisco, East Bay, Peninsula and throughout California, including associations and partnerships and/or percentage basis with guarantee, with established groups and individual physicians; starting salaries \$1000.00 up. LOCUM TENENS—San Francisco August 15 through October; East Bay and Peninsula—July. PART TIME—San Francisco. EXCELLENT LOCATIONS. FOREIGN ASSIGNMENTS. SURGICAL ASSISTANT—full or part time. For further information please contact Norma Rohl, Director, THE MEDICAL CENTER AGENCY, FLOOD BUILDING, SUITE 412-414, 870 Market, San Francisco 2. CALL YUKon 2-3412.

ANESTHESIOLOGIST for 800-bed capacity general hospital. Board eligibility or certification and recent experience required. Salary \$1105 to \$1218 monthly, plus 10% if board certified. Communicate with San Diego County Personnel, 403 Civic Center, San Diego, California.

OPENING FOR ASSISTANT COUNTY PHYSICIAN—303-Bed Hospital. Salary \$11,000.00 per year. For full particulars write to Hospital Administrator, Humboldt County Community Hospital, 2200 Harrison Avenue, Eureka, California.

WANTED: DOCTOR OF INTERNAL MEDICINE OR ENT to maintain private practice in independent office located in new medical building containing 20 independent doctors in various specialties, also X-ray, clinical laboratory, pharmacy, optician and coffee shop. Excellent 7-room suite available immediate occupancy. Unusual opportunity in prosperous expanding California community warrants your inquiry. Box 94,335, California Medicine.

CALIFORNIA LICENSED PHYSICIAN SURGEONS WANTED: Contact us for registration forms and information on our many excellent opportunities in California. Outstanding openings in GENERAL PRACTICE, INDUSTRIAL AND THE SPECIALTIES . . . associations, assistantships, groups, locations for private practice in NORTHERN, CENTRAL AND SOUTHERN CALIFORNIA. PACIFIC COAST MEDICAL BUREAU agy., 703 Market Street, SAN FRANCISCO, or 510 West Sixth Street, LOS ANGELES.

EXCELLENT OPPORTUNITY FOR INTERNIST, certified or board eligible, in choice Southern California non-industrial seaside community; active family-type practice among discriminating clientele, ideal for such as faculty man with superior training, personality and background seeking pleasant private practice and ideal home. To join internist and general practitioner in new fully-equipped medical center with laboratory; eventual partnership or complete ownership, or assume directorship, now or later, replacing present internist. Box 94,255, California Medicine.

INTERNIST: Excellent opportunity for good future with established group in Alhambra, California. Box 94,320, California Medicine.

PEDIATRICIAN, BOARD CERTIFIED OR ELIGIBLE, to join group of fourteen; three certified pediatricians at present. Prepaid medical practice in San Francisco Bay area. \$1000 per month to start. Professional data first letter. Box 94,315, California Medicine.

SITUATIONS WANTED

NON-BOARD ANESTHESIOLOGIST, experience 20 years, desires employment or group affiliation in San Francisco or Los Angeles areas. Box 94,305, California Medicine.

CALIFORNIA LICENSED PHYSICIAN, 29, married, two children, desires general practice location. Would consider group or partnership practice. Interested in town between 4,000 and 25,000. 1955 graduate of the State University of Iowa. Finishing Air Force tour in November. William E. Kuhlman, M.D., 2930 Balfore Street, Riverside, California.

BOARD CERTIFIED GENERAL SURGEON—Board Eligible Thoracic Surgeon—32, married, military obligation completed. Six and one-half years residency. Available July, 1958. Box 94,055, California Medicine.

WE HAVE IMMEDIATELY AVAILABLE for your staff—GENERAL PRACTITIONERS AND SPECIALISTS, as well as EXPERIENCED MEDICAL SECRETARIES and RECEPTIONISTS, REGISTERED NURSES, LABORATORY and X-RAY TECHNICIANS. Norma Rohl, Director, THE MEDICAL CENTER AGENCY, FLOOD BUILDING, SUITE 412-414, 870 Market Street, San Francisco 2. CALL YUKon 2-3412.

THIRTY-TWO YEAR OLD BOARD ELIGIBLE GENERAL SURGEON just completing residency desires location in California in group, in association with another surgeon, or solo practice in a community where needed. Please communicate at once with Joseph J. Schechter, M.D., 5374 North 61st Street, Milwaukee 18, Wisconsin.

GENERAL SURGEON, 38, FACS, Certified American Board of Surgery, desires association with another surgeon or a group. Would also consider opportunity for private practice, prefer smaller community where general surgery can be practiced. Excellent general surgical experience. California licensed. Available this Summer. Interview immediately. Box 94,330, California Medicine.

INTERNS AND RESIDENTS WANTED

GENERAL PRACTICE RESIDENCY—120-bed general hospital in Fairfield, California, 40 miles from San Francisco. Excellent experience and opportunity to do general surgery under supervision of full time board certified general surgeon. California license required. Salary \$782.00, living quarters furnished. Apply Medical Director, Solano County Hospital.

(Continued in Back Advertising Section, Page 56)

NOLUDAR[®]

methypylon *Roche*

the non-barbiturate hypnotic

MEETS THE NEEDS ON ALL SERVICES

CARDIOLOGY

when a full night's rest is required regularly

DERMATOLOGY

when pruritic lesions interfere with sleep

GERIATRICS

when sleep should be induced gently and naturally

OBSTETRICS

when fetal respiratory depression must be avoided

OPHTHALMOLOGY

when rest and quiet are essential, e.g., following surgery

PEDIATRICS

when barbiturates are undesirable

UROLOGY

when mild bladder discomfort, etc., keep the patient awake

**PRE- AND POSTOPERATIVE,
GENERAL CONVALESCENCE**

when 6-8 hours' sleep is virtually therapeutic

FOR THE PHYSICIAN...

who must awaken in an alert state to the telephone or alarm clock

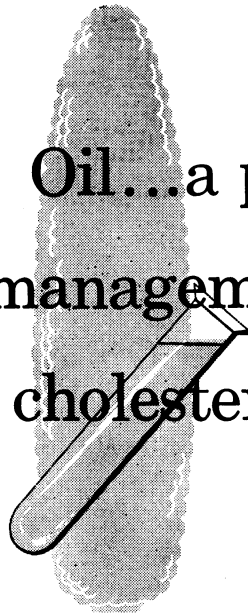
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SUPPLIED: Tablets of 50 and 200 mg

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Division of Hoffmann-La Roche Inc
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Mazola® Corn Oil...a palatable food effective in the management and control of serum cholesterol levels



Extensive clinical tests show that when the diet contains an adequate amount of Mazola Corn Oil, serum cholesterol levels tend to be normal...high blood cholesterol levels are lowered, normal levels maintained.

Fortunately for both physician and patient, Mazola Corn Oil is not only rich in unsaturated fatty acids, it is also a delicious food. It becomes an enjoyable and normal part of the patient's daily meals—no complicated or special diet is required.

Here is a therapy easy for you to prescribe, easy and pleasant for your patients to follow.

Nutritional authorities generally recommend that fats should provide no more than 30% of the total calories. In cholesterol-lowering diets from one-third to one-half of these fats should be unsaturated, such as in Mazola Corn Oil.

IN COOKING OR SALADS

Mazola Corn Oil is a superlative cooking oil as well as a delicious salad oil. Adequate amounts can be eaten daily—in a wide variety of salad dressings and in a great number of fried and baked foods.

MOST EFFECTIVE

Pure, clear, bland and odorless. Mazola Corn Oil is stable and dependable, providing the full measure of cholesterol-lowering unsaturated fatty acids characteristic of corn oil.

ECONOMICAL

Mazola Corn Oil is sold in grocery stores throughout the country, is available everywhere. Its comparatively low cost makes it as economical as it is effective.



MAZOLA* CORN OIL is a rich source of unsaturated fatty acids. It can form a regular part of the diet without major changes in eating habits to provide an effective unsaturated oil as a part of the daily meals.

EACH TABLESPOONFUL OF MAZOLA CORN OIL PROVIDES NOT LESS THAN:

Linoleic Acid	7.4 Gm.
Sitosterols	130 mg.
Natural Tocopherols	15 mg.

TYPICAL AMOUNTS PER DIET

For a 3600 calorie diet	3 tablespoonsful
For a 3000 calorie diet	2.5 tablespoonsful
For a 2000 calorie diet	1.5 tablespoonsful

*Reg. U. S. Pat. Off.



make mine Soyalac

Provides balanced nutritional values

- ① Fibre-free **HYPOALLERGENIC** formula.
- ② An excellent formula for regular infant feeding.
- ③ An ideal food for milk allergies, eczema and problem feeding.

SOYALAC helps solve the feeding problem of prematures and infants requiring milk-free diet.

Strikingly similar to mother's milk in composition and ease of assimilation, babies thrive on SOYALAC.

Clinical data furnish evidence of SOYALAC'S value in promoting growth and development.

Protein of high biologic value is obtained from the soybean by an exclusive process.

Free Booklet and Samples

A request on your professional letterhead or prescription form will bring to you complete information, and a supply of samples. Please address the Loma Linda Food Company, Arlington, California, or Mount Vernon, Ohio.

Medical Products Division

LOMA LINDA FOOD COMPANY

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"...but I don't
want your
sympathy...
I need help...
do you understand
-HELP!"



clay female figurines/Tlatilco culture—Mexico/approx. 1500 B.C./courtesy of Meyer & Franklin Gallery



WITHIN SECONDS...

TRIVA RELIEVES

VAGINITIS

SYMPTOMS!

Your vaginitis patients get relief from intense itching, burning and other symptoms within seconds...after their first Triva douche.

And within 12 days, most cases of trichomonal and non-specific vaginitis are rendered organism-free (Monilia genus may require longer). Triva has been used to treat more than 350,000 cases of vaginitis in the past five years. Reasons:

"seconds-fast" effectiveness and high rate of success. Administration: Douche, b.i.d., for 12 days. Supplied: Package of 24 individual 3 Gm. packets. Composition: 35% Alkyl Aryl sulfonate (wetting agent and detergent); .5% Disodium ethylene bis-iminodiacetate (chelating agent); 53% Sodium sulphate; 2% Oxyquinoline sulfate; 9.5% dispersant.



BOYLE & COMPANY

Los Angeles 54, California



SR is a cardiac patient. His doctor put him on ATARAX because (+) it is an anti-arrhythmic and non-hypotensive tranquilizer.



Other tranquilizers added to PN's g. i. discomfort (he has ulcers). But now his doctor has him on ATARAX because (+) it lowers gastric secretion while it tranquilizes.



Asthmatic JL used to have frequent tantrums followed by acute bronchospasm. Her family doctor tranquilized her with ATARAX because (+) it is safe, even for children.



Senile anxiety and persecution complex dogged Mrs. K. until her doctor prescribed ATARAX Syrup. (+) It tastes good, and it's a perfect vehicle for Mrs. K's tonic.

Dosage: Children, 1-2 10 mg. tablets or 1-2 tsp. Syrup t.i.d. Adults, one 25 mg. tablet or 1 tbsp. Syrup q.i.d.

Supplied: 10, 25 and 100 mg. tablets, bottles of 100. Syrup, pint bottles. Parenteral Solution, 10 cc. multiple-dose vials.

ROERIG

WHY SENSITIZE

in topical and ophthalmic infections

USE 'POLYSPORIN'

POLYMYXIN B-BACITRACIN OINTMENT

brand

*to insure broad-spectrum therapy
with minimum allergenicity*

For topical use: in ½ oz. and 1 oz. tubes.

For ophthalmic use: in ¼ oz. tubes.



BURROUGHS WELLCOME & CO. (U.S.A.) INC., Tuckahoe, N. Y.

THERE IS NOTHING LIKE **BIVAM** TO PROTECT YOUR PRENATAL PATIENTS

BIVAM TABLETS

citrus bioflavonoids

multiple vitamins

multiple minerals



PROTECT HER

**against labor and
delivery difficulties**

with multiple nutrients essential in helping to
minimize the stress of pregnancy

against bleeding

with water-soluble citrus bioflavonoid complex,
vitamins K and C

against leg cramps

with phosphorus-free calcium

against anemia

with ferrous iron, B₁₂, folic acid, copper,
cobalt, molybdenum

Bottles of 100, 300 and 1000 tablets

Send for SAMPLES of small, easy-to-take BIVAM tablets

u. s. vitamin corporation • PHARMACEUTICALS

Arlington-Funk Laboratories, division • 250 East 43rd Street, New York 17, N. Y.

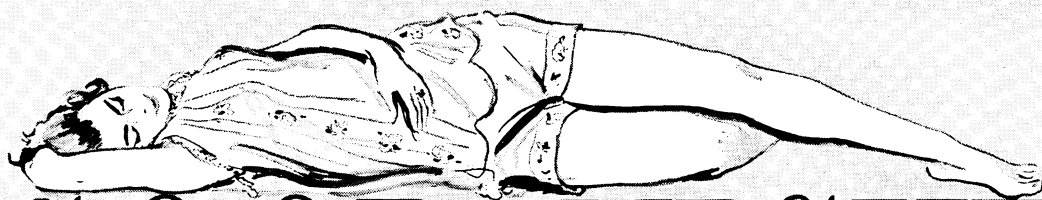
Dose of 3 BIVAM tablets provides:

Citrus Bioflavonoid
Compound* 100 mg.
Ascorbic Acid (C) 100 mg.
Calcium Lactate 1 Gm.
Ferrous Gluconate 100 mg.
Vitamin A 6000 U.S.P. Units
Vitamin D 600 U.S.P. Units
Thiamine Mononitrate (B₁) 3 mg.
Riboflavin (B₂) 3 mg.

Pyridoxine HCl (B₆) 3 mg.
Vitamin B₁₂
(cobalamin concentrate) 3 mcg.
Niacinamide 25 mg.
d, Calcium Pantothenate 5 mg.
Folic Acid 0.5 mg.
Menadione (K) 1 mg.
Vitamin E (dl, alpha
tocopheryl acetate) 1 Int. Unit.
Magnesium 3 mg.

Manganese 1 mg.
Copper 1 mg.
Zinc 1 mg.
Molybdenum 0.2 mg.
Iodine 0.1 mg.
Cobalt 0.1 mg.

*Contains the many active bioflavonoid factors of the specially processed water-soluble bioflavonoid complex from citrus.



GOOD NIGHT

PATIENTS SLEEP SOUNDLY with non-barbiturate Doriden—0.5 Gm. at bedtime. Onset of action is smooth and gradual (without preliminary excitation). Effect lasts 4 to 8 hours.

Doriden[®]
(glutethimide CIBA)

SUPPLY: Tablets, 0.125 Gm. (white), 0.25 Gm. (white, scored), and 0.5 Gm. (white, scored).



GOOD MORNING

PATIENTS AWAKE ALERT AND REFRESHED; Doriden is rapidly metabolized, allows restful natural slumber without hangover.

C I B A SUMMIT, N. J.

2/23764 B



disappointed with muscle relaxants

SINCE YOU ARE

THAT ALMOST WORK
OR WON'T WORK
LONG ENOUGH

we offer

Sinaxar
2-hydroxy 2-phenylethyl carbamate

STYRAMATE, ARMOUR

AN ENTIRELY NEW CHEMICAL STRUCTURE

*...unlike any other
muscle relaxant
currently available*

- consistently effective
- rapid onset of action
- long acting: no fleeting effects
- well tolerated by the G.I. tract
- rarely causes drowsiness or dizziness
- produces no adverse psychic effects even on prolonged administration
- effective in low dosage

Each Sinaxar tablet contains:
Styramate, Armour 200 mg.

Dosage: One or two tablets t.i.d.



THE ARMOUR LABORATORIES
A DIVISION OF ARMOUR AND COMPANY • KANKAKEE, ILLINOIS

AN AMES CLINIQUICK

CLINICAL BRIEFS FOR MODERN PRACTICE



what are the 7 "don'ts" of office psychotherapy?

(1) Don't argue—let patient "talk out" his troubles. (2) Don't counsel—help him solve his own problems. (3) Don't be hostile—allow patient to express hostility without reciprocating. (4) Don't be unsure—stress significance of normal or abnormal physical findings in relation to symptoms. (5) Don't be too reassuring—overoptimism may suggest you take the symptoms too lightly. (6) Don't approve or censure. (7) Don't be too credulous—patients' words may conceal hidden meanings.

Source—Hyman, M.: Some Aspects of Psychiatry in General Practice, GP 16:83 (Oct.) 1957.

calmative **NOSTYN®**
Ectylurea, AMES
(2-ethyl-cis-crotonylurea)

for tranquil—not "tranquilized" patients

"Anxiety and nervous tension states appeared to be most benefited....The patients experienced and expressed a feeling of greater inward security, serenity....Mental depression, one of the undesirable side actions in many other sedatives, did not develop in any of the patients...."*

*Bauer, H. G.; Seegers, W.; Krawzoff, M., and McGavack, T. H.: A Clinical Evaluation of Ectylurea (NOSTYN®), in press.

dosage: *Children*—150 mg. (½ tablet) three or four times daily. *Adults*—150-300 mg. (½ to 1 tablet) three or four times daily.

supplied: 300 mg. scored tablets; bottles of 48 and 500.



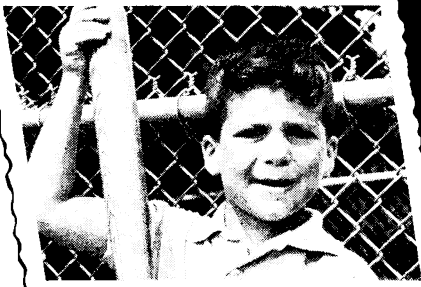
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at work
while he
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something"



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Mom his
shoulder
felt like
it was on
fire"



"He couldn't
swing a bat
without
hurting"



"But Doctor
gave him
some nice
pills -- and
the pain
went away
fast"



"Dad said
we'd play
ball again
tomorrow
when he
comes home"



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WENT AWAY FAST

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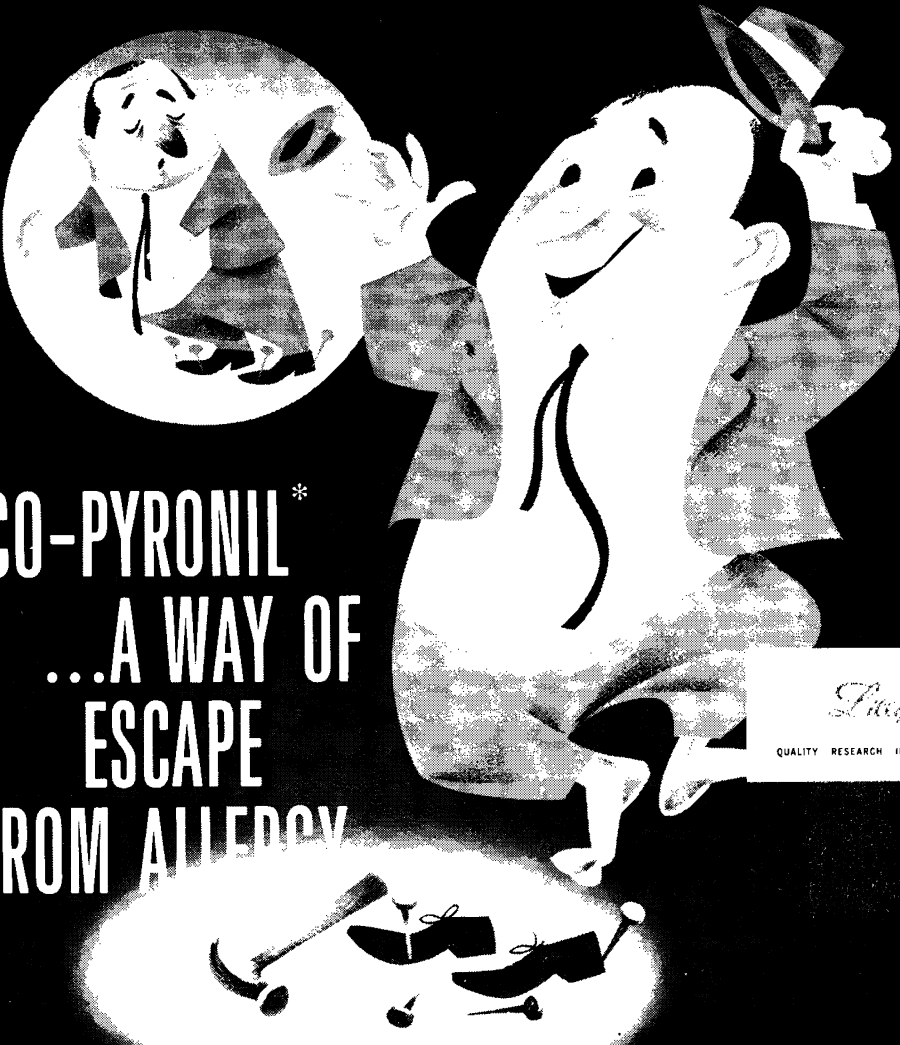
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CALIFORNIA MEDICAL ASSOCIATION

Annual Meeting

Civic Auditorium

SAN FRANCISCO

February 22 to 25, 1959

Papers for Presentation

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Scientific Exhibits

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SCIENTIFIC PAPERS

SCIENTIFIC EXHIBITS

MEDICAL MOTION PICTURES

PLANNING MAKES PERFECT

AN EARLY START HELPS

SECRETARIES OF SCIENTIFIC SECTIONS

ALLERGY George F. Harsh
2001 Fourth Avenue, San Diego 1

ANESTHESIOLOGY Charles D. Anderson
439 30th Street, Oakland 9

DERMATOLOGY AND SYPHILOLOGY . . Herbert L. Joseph
607 Carolina Street, Vallejo

EAR, NOSE AND THROAT Ewing Seligman
9735 Wilshire Boulevard, Beverly Hills

EYE A. Ray Irvine, Jr.
2010 Wilshire Boulevard, Los Angeles 57

GENERAL PRACTICE James S. Eley
624 Harris Street, Eureka

GENERAL SURGERY William F. Pollock
2200 Santa Monica Boulevard, Santa Monica

INDUSTRIAL MEDICINE AND
SURGERY Gandolph A. Prisinzano
4041 H Street, Sacramento 19

INTERNAL MEDICINE Edward Shapiro
123 North San Vicente Boulevard, Beverly Hills

OBSTETRICS AND GYNECOLOGY . . . Donald R. Nelson
2439 Ocean Avenue, San Francisco 27

ORTHOPEDICS Howard A. Mendelsohn
415 North Camden Drive, Beverly Hills

PATHOLOGY AND BACTERIOLOGY . . . Leo Kaplan
8720 Beverly Boulevard, Los Angeles 48

PEDIATRICS Gordon L. Richardson
10711 Riverside Drive, North Hollywood

PHYSICAL MEDICINE Carrie E. Chapman
VA Hospital, 13th and Harrison Streets, Oakland 12

PSYCHIATRY AND NEUROLOGY . . . John D. Moriarty
7046 Hollywood Boulevard, Hollywood 28

PUBLIC HEALTH Carolyn B. Albrecht
920 Grand Avenue, San Rafael

RADIOLOGY William H. Graham
630 East Santa Clara Street, San Jose 12

UROLOGY Earl F. Nation
112 North Madison Avenue, Pasadena 1

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Special Announcement: From August 5 to August 21, 1958, the University of Southern California School of Medicine will hold a postgraduate course in Honolulu and on board the *S.S. Matsonia*. The course will center around actual case histories, which will be used to emphasize diagnostic and therapeutic features.

Contact: Phil R. Manning, M.D., Director, Postgraduate Division, University of Southern California School of Medicine, 2025 Zonal Avenue, Los Angeles 33. CApital 5-1511.

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Audio-Visual Postgraduate Refresher Courses. Courses are made up of four or more half-hour lectures each, recorded on hi-fi magnetic tape and illustrated by 35-mm. filmstrips or slides in full color, and adapted for use on any standard tape recorder and filmstrip or slide projector, automatic or manual.

Contact: Paul D. Foster, M.D., chairman, Committee on Audio-Visual Courses, College of Medical Evangelists School of Medicine, 316 North Bailey St., Los Angeles 33.

CALIFORNIA MEDICAL ASSOCIATION POSTGRADUATE COURSES

POSTGRADUATE CIRCUIT COURSES

SACRAMENTO VALLEY CIRCUIT for Dunsmuir, Chico, Marysville and Auburn, in cooperation with Stanford University School of Medicine begins week of October 13, 1958.

NORTH COAST CIRCUIT for Eureka, Ukiah and Napa, in cooperation with University of California, San Francisco, begins week of October 13, 1958.

WEST COAST CIRCUIT for San Luis Obispo, Santa Maria and Ojai, in cooperation with College of Medical Evangelists, November 11, 12 and 13, 1958.

POSTGRADUATE INSTITUTES—1959

SAN JOAQUIN VALLEY COUNTIES in cooperation with College of Medical Evangelists, March 19 and 20, Hotel Californian, Fresno. (Local chairman not yet appointed.)

SOUTHERN COUNTIES in cooperation with University of California, San Francisco, April 23 and 24, Disneyland. Chairman: E. F. Cain, M.D., 200 N. Palm, Anaheim.

WEST COAST COUNTIES in cooperation with Stanford University School of Medicine, May 14 and 15, La Playa Hotel, Carmel. Chairman: Chester G. Moore, Jr., M.D., 440 E. Romie Lane, Salinas.

NORTH COAST COUNTIES in cooperation with UCLA School of Medicine, June 5 and 6, Hoberg's Ranch, Lake County. Chairman: Lee Zieber, M.D., 1177 Montgomery Dr., Santa Rosa.

SACRAMENTO VALLEY COUNTIES in cooperation with University of Southern California School of Medicine, June 25, 26 and 27, Tahoe Tavern, Lake Tahoe. Chairman: Robert H. Quillinan, M.D., 616 Alhambra Blvd., Sacramento.

Contact: One of the chairmen listed above, or Postgraduate Activities Office, California Medical Association, 2975 Wilshire Boulevard, Los Angeles 5.

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AUDIO DIGEST FOUNDATION, a nonprofit subsidiary of the C.M.A., now offers (on a subscription basis) a series of hour-long tape recordings designed to keep the physician abreast of current happenings in his particular field. Composed of practice-useful abstracts from 600 leading journals, with short lectures and editorial comments from prominent physicians, Audio Digest offers programs covering general practice, surgery, internal medicine, obstetrics and gynecology, and pediatrics.

AUDIO-DIGEST plans to begin a new series of programs covering the specialty of Anesthesiology. The first of these will be issued on November 1, 1958. Those wishing to be charter subscribers to this tape-recorded review of what is new and important in the field of Anesthesiology should write to Mr. Claron L. Oakley, Editor, 1919 Wilshire Boulevard, Los Angeles 57, HUbbard 3-3451, for order form and further information.

Contact: Claron L. Oakley, editor, 1919 Wilshire Blvd., Los Angeles 57.

Medical Dates Bulletin

JULY AND AUGUST MEETINGS

NEW MEXICO CHAPTER ACADEMY OF GENERAL PRACTICE Ruidosa Summer Clinic, July 21 through July 24, Ruidosa, New Mexico. **Contact:** Frederick R. Brown, M.D., secretary-treasurer, 207 N. Union, Roswell, New Mexico.

WESTERN REGIONAL MEETING, INTERNATIONAL COLLEGE OF SURGEONS, Riverside Hotel, Reno, Nevada, August 21 to 23. **Contact:** Leo D. Nannini, M.D., 190 Mill Street, Reno, Nevada. For reservations, write Riverside Hotel, Reno, Nevada.

FALL AND WINTER MEETINGS

OREGON STATE MEDICAL SOCIETY 84th Annual Session, September 3 to 5, Masonic Temple, Portland. **Contact:** Roscoe K. Miller, executive secretary, 1115 S. W. Taylor St., Portland 5, Oregon.

SAINT JOHN'S HOSPITAL POSTGRADUATE ASSEMBLY, September 11 through September 14, Saint John's Hospital, Santa Monica. **Contact:** John C. Eagan, M.D., director, Postgraduate Assembly, 22nd St. at Santa Monica Blvd., Santa Monica.

STOCKTON POSTGRADUATE STUDY CLUB 20th Annual Fall Series, September 11 to November 13, 8 p.m., College of Pacific Campus, Stockton. *Contact:* John F. Blinn, Jr., M.D., chairman, 936 N. Commerce St., Stockton.

WASHINGTON STATE MEDICAL ASSOCIATION Annual Convention, September 14 to 17, 1958, Spokane, Washington. *Contact:* Ralph W. Neill, executive secretary, 1309 Seventh Ave., Seattle, Wash.

TWELFTH ANNUAL POSTGRADUATE ASSEMBLY, September 17 and 18, San Diego County General Hospital, San Diego. *Contact:* William T. Nute, executive secretary, San Diego County Medical Society, 3427 Fourth Avenue, San Diego 3.

NEVADA STATE MEDICAL ASSOCIATION Annual Meeting, September 17 through 20, Elko, Nevada. *Contact:* Nelson B. Neff, executive secretary, P. O. Box 188, Reno.

PACIFIC DERMATOLOGIC ASSOCIATION Tenth Annual Meeting, September 18 through 20, Hotel del Coronado, Coronado, Calif. *Contact:* Louis H. Winer, M.D., secretary-treasurer, 9915 Santa Monica Blvd., Beverly Hills, Calif.

COLORADO STATE MEDICAL SOCIETY Annual Session, September 24 through 27, Broadmoor Hotel, Colorado Springs. *Contact:* Harvey T. Sethman, executive secretary, 835 Republic Bldg., Denver 2.

CALIFORNIA DIVISION OF THE AMERICAN CANCER SOCIETY Annual Meeting, October 1 to 4, Fairmont Hotel, San Francisco. On Wednesday, October 1, afternoon and evening, will be a cancer conference held for entire medical profession. *Contact:* Walter E. Batchelder, M.D., medical director, C.M.A. Cancer Commission, 450 Sutter St., San Francisco 8.

1958 WESTERN INDUSTRIAL HEALTH CONFERENCE sponsored by the Western Industrial Medical Association, October 3 to 5, Claremont Hotel, Berkeley. *Contact:* John E. Kirkpatrick, M.D., 516 Sutter St., San Francisco 2; or A. C. Remington, M.D., 9851 Sepulveda Blvd., Los Angeles 45.

CALIFORNIA ACADEMY OF GENERAL PRACTICE Tenth Annual Scientific Assembly, October 5 to 8, Masonic Temple, San Francisco. *Contact:* William W. Rogers, executive secretary, 461 Market Street, San Francisco 5.

FIFTH ANNUAL FORT MILEY SURGICAL CLINICS AND SYMPOSIA sponsored by the San Francisco Academy of General Practice in cooperation with Faculties of Stan-

ford University School of Medicine and University of California School of Medicine at Fort Miley Veterans Administration Hospital, 42nd Avenue and Clement Street, San Francisco, will start on October 14, 1958 at 8 p.m. and each Tuesday thereafter ending November 18, 1958. *Contact:* Alexander F. Fraser, M.D., 3490 20th Street, San Francisco.

CALIFORNIA SOCIETY OF INTERNAL MEDICINE Annual Meeting, October 17 to 19, Ahwahnee Hotel, Yosemite. *Contact:* Mrs. Mildred B. Coleman, executive secretary, or Dr. Clyde C. Greene, secretary-treasurer, 350 Post St., San Francisco 8.

AMERICAN HEART ASSOCIATION Scientific Sessions and Meetings, October 24 to 28, Fairmont Hotel and Civic Auditorium, San Francisco. *Contact:* J. Keith Thwaites, executive director, California Heart Association, 1428 Bush Street, San Francisco 9.

LOS ANGELES COUNTY HEART ASSOCIATION 28th Annual Professional Symposium, October 29 and 30, Wilshire Ebell Theater. *Contact:* Los Angeles County Heart Association, 660 S. Western Ave., Los Angeles 5, DUmkirk 5-4231.

HAWAII HEART ASSOCIATION, INC. Special Cardiological Sessions, October 30 through November 1, Princess Kaiulani Hotel, Honolulu. *Contact:* Alfred S. Hartwell, M.D., c/o Hawaii Heart Association, 1018 Lunalilo St., Honolulu.

SAN DIEGO COUNTY HEART ASSOCIATION 8th Annual Symposium on Heart Diseases, all day, October 31, U. S. Naval Hospital Auditorium, San Diego. *Contact:* O. M. Avison, executive director, San Diego County Heart Association, 1651 Fourth Ave., San Diego, BElmont 4-5101.

SANTA BARBARA COUNTY HEART ASSOCIATION, Professional Symposium, 9 to 5 p.m., November 1, Biltmore Hotel, Santa Barbara. *Contact:* Mrs. Katherine McCloskey, executive director, 18 La Arcada Court, Santa Barbara.

CALIFORNIA SCHOOL HEALTH ASSOCIATION annual meeting, November 8 and 9, Hacienda Hotel, Fresno. *Contact:* Miss Kathleen Fox, health educator, City of Long Beach Department of Public Health, 2655 Pine Ave., Long Beach 6.

CALIFORNIA MEDICAL ASSOCIATION Annual Meeting, February 22 through February 25, 1959, Palace Hotel, San Francisco. *Contact:* John Hunton, executive secretary, 450 Sutter Street, San Francisco 8; or Ed Clancy, director of Public Relations, 2975 Wilshire Blvd., Los Angeles 5.

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SAN FRANCISCO

February 22 to 25, 1959

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EAR, NOSE AND THROAT	Ewing Seligman 9735 Wilshire Boulevard, Beverly Hills
EYE	A. Ray Irvine, Jr. 2010 Wilshire Boulevard, Los Angeles 57
GENERAL PRACTICE	James S. Eley 624 Harris Street, Eureka
GENERAL SURGERY	William F. Pollock 2200 Santa Monica Boulevard, Santa Monica
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INTERNAL MEDICINE	Edward Shapiro 123 North San Vicente Boulevard, Beverly Hills
OBSTETRICS AND GYNECOLOGY	Donald R. Nelson 2439 Ocean Avenue, San Francisco 27
ORTHOPEDICS	Howard A. Mendelsohn 415 North Camden Drive, Beverly Hills
PATHOLOGY AND BACTERIOLOGY	Leo Kaplan 8720 Beverly Boulevard, Los Angeles 48
PEDIATRICS	Gordon L. Richardson 10711 Riverside Drive, North Hollywood
PHYSICAL MEDICINE	Carrie E. Chapman VA Hospital, 13th and Harrison Streets, Oakland 12
PSYCHIATRY AND NEUROLOGY	John D. Moriarty 7046 Hollywood Boulevard, Hollywood 28
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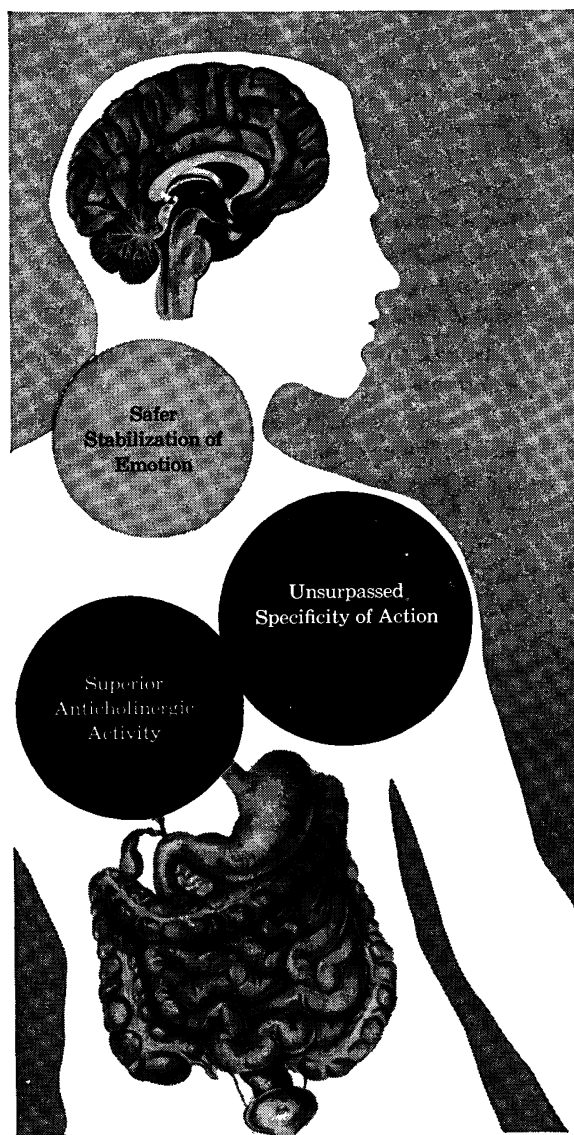
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Dartal, a new phenothiazine congener, offers greater safety, flexibility and effectiveness in stabilizing emotional agitation.

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Dosage: One tablet three times a day.

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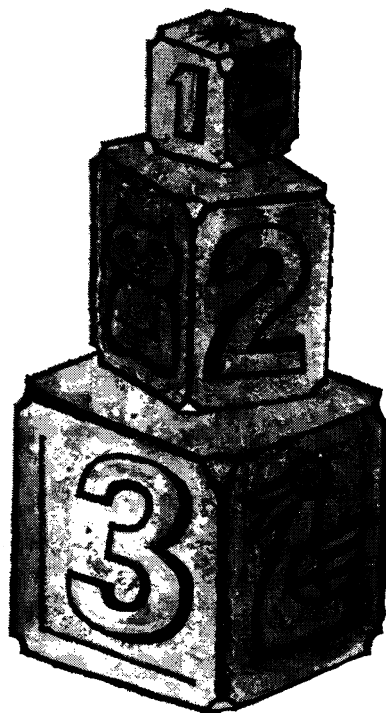
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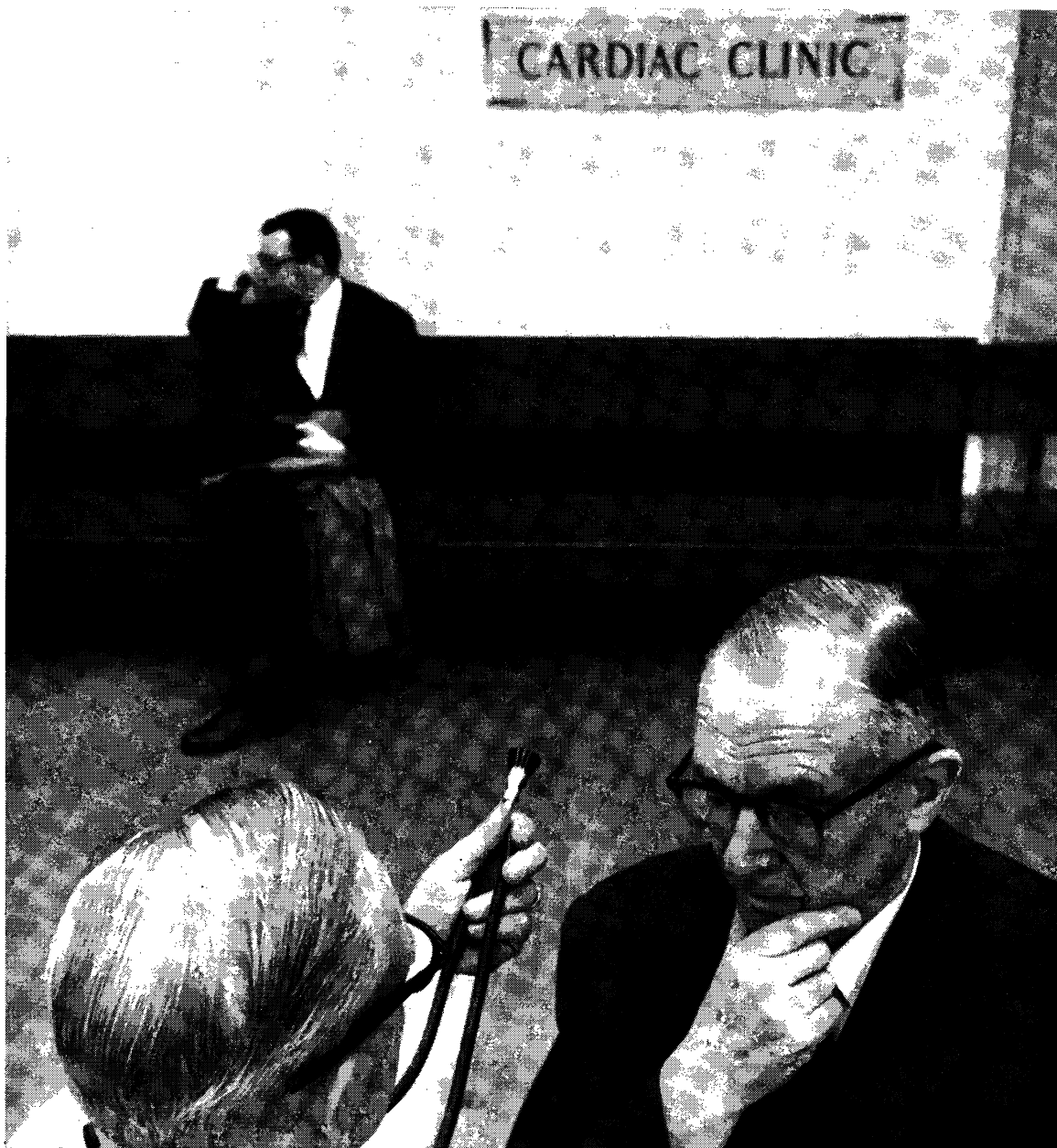
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(Continued from Front Advertising Section, Page 34)

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RESIDENCY IN PEDIATRICS. Approved 250-bed general hospital in San Francisco. Two-year approval. Large outpatient department and clinic service. Stipend \$325.00 per month first year, plus maintenance. Contact Educational Committee, St. Luke's Hospital, 1580 Valencia Street, San Francisco 10, California.

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FOR RENT—Physician wanted for thriving San Francisco-Oakland area of California. New medical-dental building needs general practitioner and specialists. Suites available at once. Six months free rent. Box 94,160, California Medicine.

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SOUTHERN CALIFORNIA—SANTA ANA—Medical center of Orange County, rapidly growing community with stabilized agricultural and industrial economy, thirty miles southeast of Los Angeles, ten miles from ocean, removed from smog area. Seventeen custom designed suites with private entrances from landscaped court. Filtered, refrigerated and heated air thermostatically controlled. Brochures on Center, Santa Ana and Orange County available. Santa Ana Medical Center, 2515 North Main Street, Santa Ana, California.

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ANAHEIM'S NEWEST MEDICAL-DENTAL BUILDING. Medical suite available June 1958. Long term incentive lease. Incorporates best in current office trends. 1,150 square feet, air conditioned, private gardens, sound system, private office, four treatment rooms. Call collect, L. E. Dickinson, D.D.S., 919 E. Center Street, KEystone 5-7888—3-1700. Please see our larger ad on page 32.

WEST ANAHEIM MEDICAL CENTER—Medical offices available, new 18-suite, with pharmacy, laboratory and radiology. Ample parking. Individually air-conditioned and heated, thermostatically controlled. Sound-deadened construction, private telephones between suites. 1842 Lincoln Avenue, Anaheim, California. Population 101,000—M.D.'s 52. Owner: L. A. Mannes, 9602 Orange Avenue, Anaheim, California. KEystone 3-1087.

OFFICE AVAILABLE FOR PHYSICIAN AND DENTIST in excellently located building. Office is 30x50 feet, tile flooring, two rest rooms, heating and air-condition. Will lease. Best climate in Southern California—near beaches, schools, and hospital. Write or telephone U. J. Dunst, Mission Drug, San Juan Capistrano, California. Telephone: San Juan Capistrano 50.

RIVERSIDE—1700 sq. ft. home office combination on best street. Plumbed and wired for M.D. or D.D.S. (also ideal for two Doctors). Available at low down payment, and monthly payments like rent. Contact: L. F. Parker, D.D.S., 6919 Magnolia Avenue, Riverside, California.

FOR RENT. Available July 15. One unit in new, modern Medical-Dental building. Ample off-street parking. About 600 square feet. Reception room, consultation room, two examination rooms, work room, dark room, etc. \$150.00 monthly. Good lease. Unit D. 1660 San Carlos Avenue, San Carlos, California. Telephone: LYtel 3-8153.

PALO ALTO NEW MEDICAL DENTAL SUITES NOW READY. Alma Street and East Meadows Drive. Very attractive building on ground floor within extensive landscaped area. Ample off-street parking, and located in fast growing section away from congestion. Air conditioned. E. J. Nackord, Owner. P. O. Box 601, San Carlos. Descriptive brochure available. Telephone LY 1-0986.

LOVELY SUITES NOW AVAILABLE in this garden-type professional building located in the heart of California's charming city of Palo Alto. Note these attractive features: Summer and winter air conditioning throughout; Intercom wiring to all rooms and patio; Ample off-street and off-street parking; Picture windows; Garden patio; All outside rooms. Send for free brochure. For additional information contact—D. James Altieri, D.D.S., 2290 Birch Street, Palo Alto, California, DAVenport 6-3460.

(Continued on Page 74)

Your difficult rheumatic patient...

on the job again

through effective relief and rehabilitation

For the patient who does not require steroids

PABALATE®

Reciprocally acting nonsteroid antirheumatics... more effective than salicylate alone.

In each enteric-coated tablet:

Sodium salicylate U.S.P.0.3 Gm. (5 gr.)
Sodium para-aminobenzoate0.3 Gm. (5 gr.)
Ascorbic acid50.0 mg

or for the patient who should avoid sodium

PABALATE® - Sodium Free

Pabalate, with sodium salts replaced by potassium salts.

In each enteric-coated tablet:

Potassium salicylate0.3 Gm. (5 gr.)
Potassium para-aminobenzoate0.3 Gm. (5 gr.)
Ascorbic acid50.0 mg.

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PABALATE®-HC

(PABALATE WITH HYDROCORTISONE)

Comprehensive synergistic combination of steroid and nonsteroid antirheumatics... full hormone effects on low hormone dosage... satisfactory remission of rheumatic symptoms in 85% of patients tested.

In each enteric-coated tablet:

Hydrocortisone (alcohol) 2.5 mg.
Potassium salicylate 0.3 Gm.
Potassium para-aminobenzoate.. 0.3 Gm.
Ascorbic acid50.0 mg.

PABALATE®  **PABALATE®-HC**

For steroid or non-steroid therapy: SAFE DEPENDABLE ECONOMICAL

A. H. ROBINS CO., INC., RICHMOND 20, VIRGINIA • Ethical Pharmaceuticals of Merit since 1878



Antihistaminic action... without snoozes!

When smog irritation brings sneezing,
nasal discharge and lacrimation, it's time to
prescribe Neohetramine! For patients
on-the-go Neohetramine gives fast,
safe relief. For colds and nasal allergies, too!

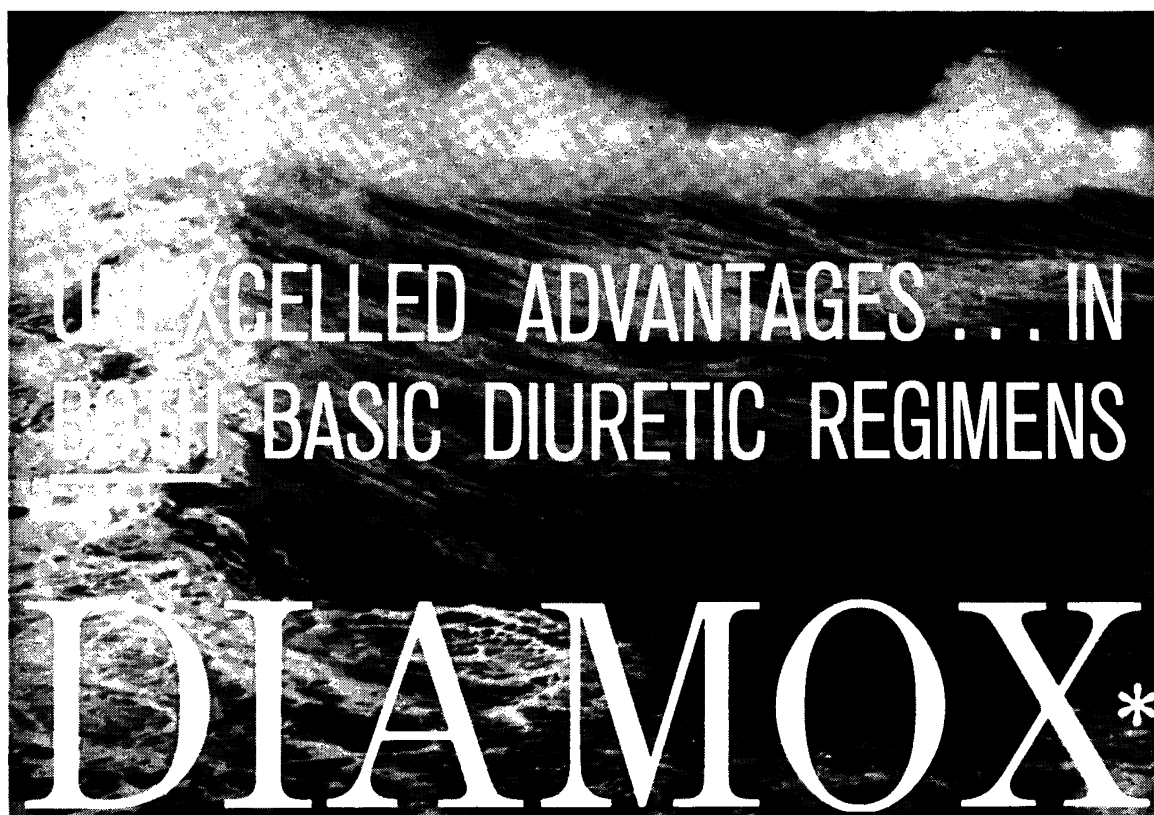
Tablets of 25, 50, and 100 mg. Syrup and cream.

a non-soporific antihistamine

NEOHETRAMINE[®]

Brand of thonzylamine hydrochloride

WARNER-CHILCOTT



bicarbonate-regulating diuretic

Acetazolamide Lederle

HOW DIURETICS ACT

Primarily by regulation of
bicarbonate transport

DIAMOX acetazolamide

Primarily by regulation of
chloride transport

mercurials
chlorothiazide

1

Advantages of DIAMOX in single-drug diuresis

DIAMOX — operating through the well-understood mechanism of *bicarbonate* transport regulation—provides ample, prolonged diuresis in the great majority of patients.

DIAMOX is virtually nontoxic... has not caused renal or gastric irritation... has no pronounced effect on blood pressure. It is rapidly excreted, does not accumulate in the body, permits convenient dosage adjustment, allows unbroken sleep. Small, tasteless, easy-to-take tablets... usual dosage, only one a day.

- CARDIAC EDEMA
- PREMENSTRUAL TENSION
- EDEMA OF PREGNANCY
- OBESITY

2

Advantages of DIAMOX in intensive, two-drug diuresis

When intensive diuresis must be maintained, DIAMOX, alternated with an agent for regulation of *chloride* transport, has proved a regimen of choice. Through dual *bicarbonate-chloride* regulation, it produces maximal sodium-water excretion with minimal distortion of serum electrolyte patterns, greater patient comfort, lessened risk of induced drug resistance.

- ADVANCED CONGESTIVE HEART FAILURE
- REFRACTORY TOXEMIA OF PREGNANCY

LEDERLE LABORATORIES, a Division of AMERICAN CYANAMID COMPANY, Pearl River, New York

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thrombophlebitis

BUTAZOLIDIN®

(phenylbutazone GEIGY)

nonhormonal anti-inflammatory agent

GEIGY

in acute superficial thrombophlebitis
RELIEVES PAIN PROMPTLY...RESOLVES INFLAMMATION

BUTAZOLIDIN usually produces complete relief of pain in twenty-four hours or less^{1,2} and early regression of local heat, tenderness and swelling.^{1,3,4} "In the majority of cases there was complete resolution by the fourth day."⁵ This rapid response to BUTAZOLIDIN greatly reduces disability and economic loss for patients.

(1) Stein, I. D.: *Circulation* 12:833, 1955. (2) Potvin, L.: *Bull. Assoc. méd. lang. franç. Canada* 85:941, 1956. (3) Sigg, K.: *Angiology* 8:44, 1957. (4) Elder, H. H. A., and Armstrong, J. B.: *Practitioner* 178:479, 1957. (5) Braden, F. R.; Collins, C. G., and Sewell, J. W.: *J. Louisiana M. Soc.* 109:372, 1957.

BUTAZOLIDIN® (phenylbutazone GEIGY): Red coated tablets of 100 mg. BUTAZOLIDIN® Alka: Capsules containing Butazolidin (phenylbutazone GEIGY) 100 mg.; aluminum hydroxide 100 mg.; magnesium trisilicate 150 mg.; homatropine methylbromide 1.25 mg.

appetite curbed, sleep undisturbed

Distinctly different from amphetamine in chemical structure, PRELUDIN effectively blunts the appetite yet produces little or no C.N.S. stimulation or undesirable side effects.¹⁻⁵

GEIGY

ARDSLEY, N. Y.

greatly increases weight loss

With PRELUDIN, patients generally lose two to five times as much weight as they would lose by diet alone.^{1,2,5}

well tolerated in complicated obesity

Therapy with PRELUDIN may be instituted in the presence of moderate hypertension, chronic cardiac disease or diabetes.^{1,4}

(1) Barnes, R. H.: J.A.M.A. 166:898 (Feb. 22) 1958. (2) Gelvin, E. P.; McGavack, T. H., and Kenigsberg, S.: Am. J. Digest. Dis. 1:155, 1956. (3) Natenshon, A. L.: Am. Pract. & Digest Treat. 7:1456, 1956. (4) Holt, J. O. S., Jr.: Dallas M. J. 42:497, 1956. (5) Ressler, C.: J.A.M.A. 165:135 (Sept. 14) 1957.

PRELUDIN® (brand of phenmetrazine hydrochloride). Scored, square, pink tablets of 25 mg. Under license from C. H. Boehringer Sohn, Ingelheim.

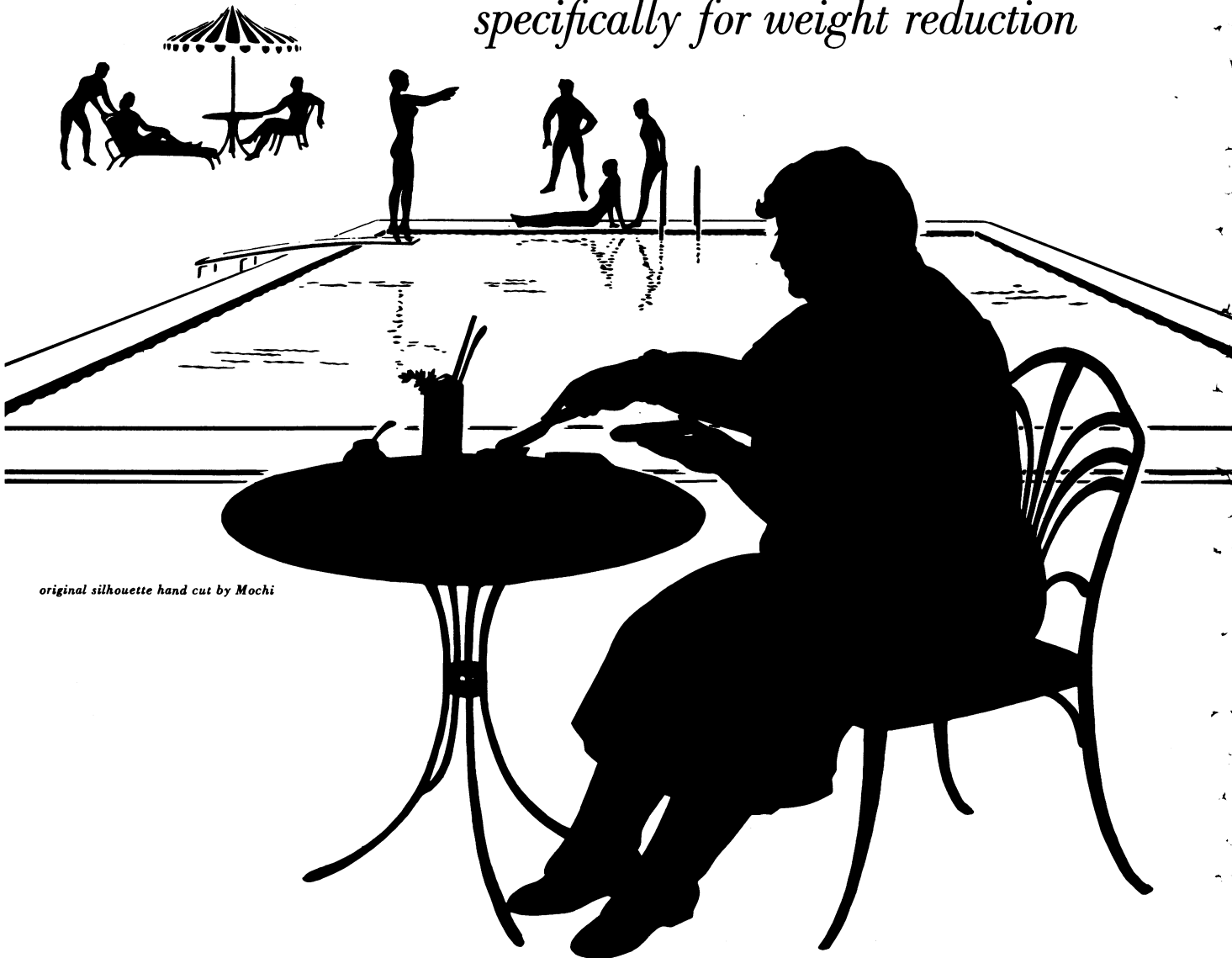
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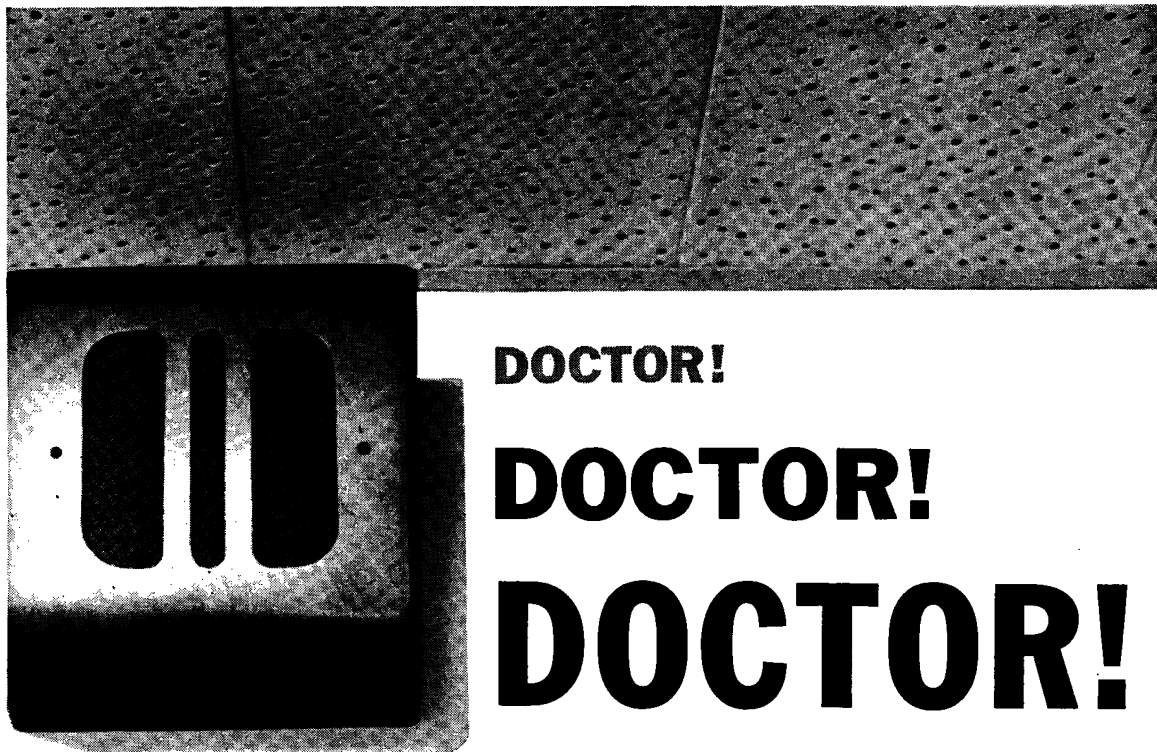
(brand of phenmetrazine hydrochloride)

1 5/10 4/9 4/8 4/7 4/6 4/5

specifically for weight reduction



original silhouette hand cut by Mochi



DOCTOR!

DOCTOR!

DOCTOR!

to control acute psychotic episodes . . .

THORAZINE* *one of the fundamental drugs in medicine*
(chlorpromazine, S.K.F.)

'Thorazine' rapidly controls the acute psychotic episodes that may suddenly occur in patients who are suffering from severe physical or emotional stress. For example, the following case history illustrates Thorazine's effectiveness in controlling a postoperative psychosis.

*patient*¹: 33-year-old male who had undergone subtotal gastrectomy. Patient was cooperative and seemed to progress well until the fifth postoperative day. He suddenly became restless, suspicious, claimed to be paralyzed and said that the nurses were trying to kill him. Condition diagnosed as postoperative paranoid schizophrenic reaction.

response to 'Thorazine': After 'Thorazine' was administered, the patient became cooperative, slept well ". . . and the following morning was mentally clear. All signs of the paranoia were gone." Patient returned to work five weeks postoperatively ". . . and appears to be fully readjusted."

Available: Tablets, 10 mg., 25 mg., 50 mg., 100 mg. and 200 mg.; Ampuls, 1 cc. and 2 cc. (25 mg./cc.); Multiple dose vials, 10 cc. (25 mg./cc.); Spansule® *sustained release* capsules, 30 mg., 75 mg., 150 mg., 200 mg. and 300 mg.; Suppositories, 25 mg. and 100 mg.; and Syrup, 10 mg. per 5 cc. teaspoonful.

Smith Kline & French Laboratories, Philadelphia

1. Nuzum, J.W.: The Successful Treatment of a Postgastrectomy Schizophrenic Psychosis with Chlorpromazine, *Am. Pract. & Digest Treat.* 6:1849 (Dec.) 1955.

*T.M. Reg. U.S. Pat. Off.

In **CONSTIPATION...**

Relief? Certainly.

But, what about the atonic bowel?

MODANE *for both!*

Consider the task . . . Usually it is more than just moving fecal matter. Often, the atonic bowel cries for rehabilitation! MODANE answers both needs.

FOR ONE HALF OF THE PROBLEM

MODANE provides Danthron—non-irritating, non-habit-forming, overnight de-constipant which acts gently, positively, on the large bowel only.

. . . FOR THE OTHER HALF

MODANE supplies Pantothenic Acid vital to the body's formation of coenzyme A which is, in turn, essential for acetylation of choline—so necessary for normal bowel tone and peristaltic efficiency.

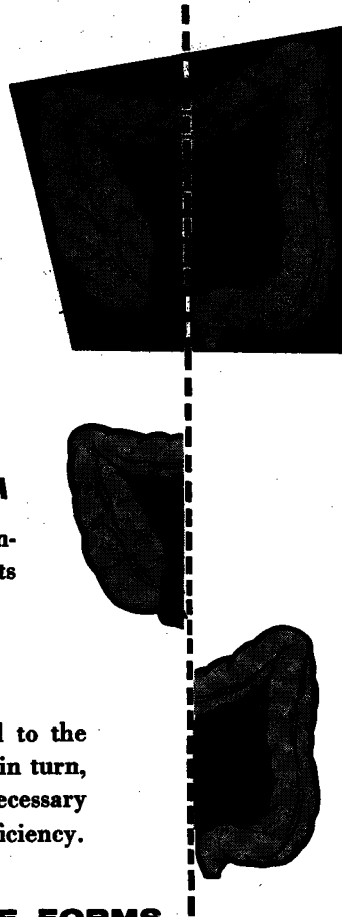
3 IDEAL DOSAGE FORMS

Each Modane Tablet contains 75 mg. Danthron (1.8 Dihydroxyanthraquinone) and 25 mg. Calcium Pantothenate. Each Modane Mild Tablet and each teaspoonful Modane Liquid contains 37.5 mg. Danthron and 12.5 mg. Calcium Pantothenate. Dosage — 1 tablet, teaspoonful, or fractional teaspoonful, immediately after the evening meal.



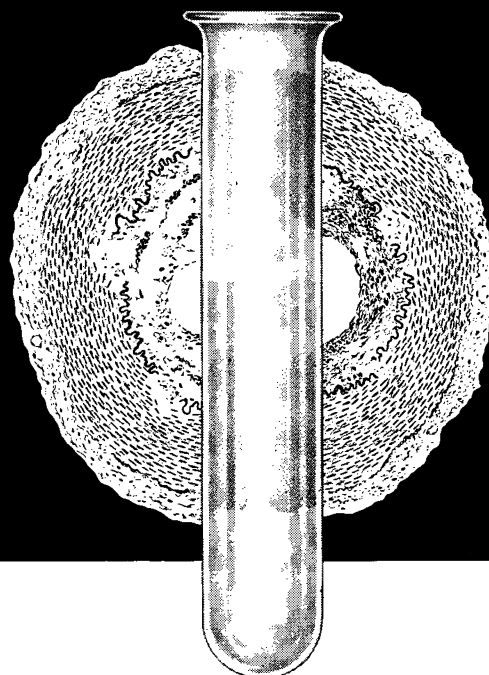
THE WARREN-TEED PRODUCTS COMPANY
COLUMBUS 8, OHIO

Dallas • Chattanooga • Los Angeles • Portland



IN DIABETES

Blood Cholesterol Regulation Is Desirable



Frequently, diabetes mellitus is associated with excessive coronary atherosclerosis and heart disease. It is also well recognized that vascular disease manifests itself at an earlier age and progresses more rapidly in the diabetic . . . especially the diabetic female. The early onset and severe degree of atherosclerosis may be due to faulty lipid metabolism, with a concomitant elevation in blood cholesterol levels. Kinsell¹ reports that even in diabetics with extensive vascular disease it is possible to produce normal cholesterol levels with an essential fatty acid emulsion.

The consensus of opinion today is that elevated cholesterol levels should be reduced or prevented. This can be done very well by the addition of adequate amounts of linoleic acid and vitamin B₆ to the diet. In scores of diabetic patients, with extensive vascular disease, diets high in linoleic acid resulted in improvement.^{2,3} Vitamin B₆ apparently is necessary to convert linoleic acid into the primary essential fatty acid, arachidonic acid. Thus the body is dependent on an intake of both linoleic acid and vitamin B₆ for normal cholesterol levels.^{4,5}

This is why ARCOFAC (Armour Cholesterol Lowering Factor) provides *both* linoleic acid and vitamin B₆ in adequate amounts, thus allowing the patient to eat a balanced, nutritious and palatable diet. Prophylactic dosage is 1-2 tablespoonfuls daily; therapeutic—2-8 tablespoonfuls daily.

Each tablespoonful (15 ml.) of Arcofac emulsion contains:

Essential fatty acids† 6.8 Gm.
(measured as linoleic) with 2.5 I.U.
of Vitamin E*

Pyridoxine hydrochloride
(Vitamin B₆) 1.0 mg.

† Supplied by safflower oil which contains the highest concentration of polyunsaturated fatty acids of any commercially available vegetable oil.

* Added as Mixed Tocopherols Concentrate, N.F.
References 1-5 supplied on request.

Arcofac®

Armour Cholesterol Lowering Factor

THE ARMOUR LABORATORIES
A DIVISION OF ARMOUR AND COMPANY • KANKAKEE, ILLINOIS

long day ahead
morning sun glare — eyes irritated
can't read — coach smoky
leave the work — let's lunch
back to work — eyes worse
take afternoon off — see doctor
pick up VISINE — home again
let's try the drops
nice dinner — read the paper
eyes comfortable — good TV play
use VISINE — bed 11:30
long day behind
turned out well **see the difference**

new VISINE* EYE DROPS

BRAND OF TETRAHYDROZOLINE HYDROCHLORIDE

"an excellent ophthalmic decongestant..."¹

almost immediate relief of hyperemia, soreness, itching, burning, tearing — no rebound vasodilatation, mydriasis, photophobia or systemic effects / supplied: in 1/2 oz. bottles, 0.05% tetrahydrozoline hydrochloride in a solution containing sodium chloride, boric acid, sodium borate, with sterile eye dropper.

*Trademark

¹ Grossmann, E. E., and Lehman, R. H.: Am. J. Ophth. 42:121, 1956.



PFIZER LABORATORIES Division, Chas. Pfizer & Co., Inc. Brooklyn 6, New York

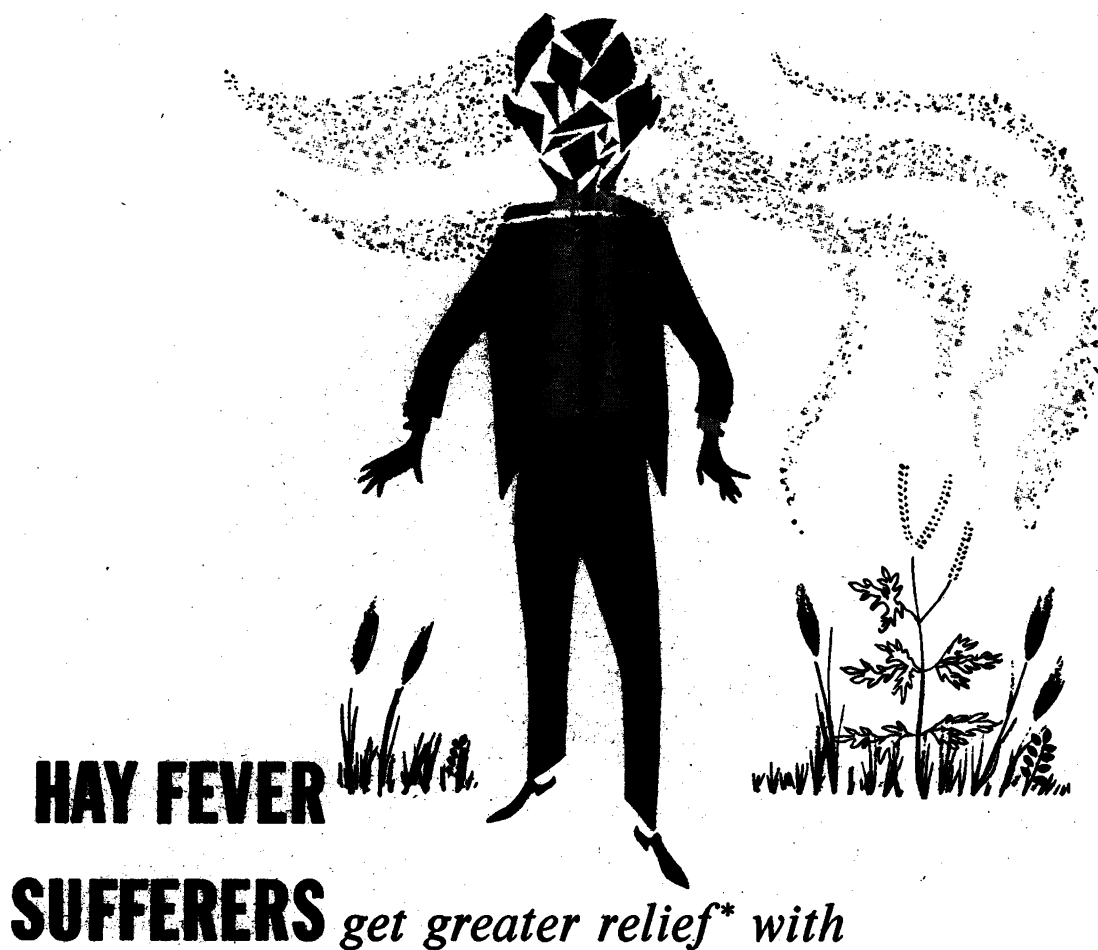


Betty Beller[®]gal says,
"Now baby sitting is a breeze... Beller[®]gal Spacetabs
relieved those nerve-racking menopausal symptoms."

One Beller[®]gal Spacetab* morning and evening.
Composition: Ergotamine Tartrate 0.6 mg.,
Bellafoline 0.2 mg., Phenobarbital 40.0 mg.

*Reg. T. M.





Novahistine LP[†]

than with antihistamines alone

*greater relief...because a distinctly additive action is obtained by combining a sympathomimetic with an antihistaminic drug.

continuous-acting tablets...for continuous relief

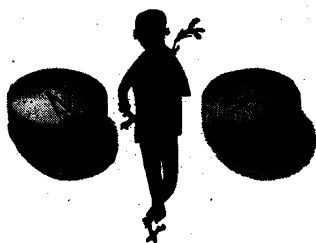
EACH LP TABLET CONTAINS:

Phenylephrine hydrochloride.... 20 mg. : *Supplied in*
 Chlorphenpyridamine maleate . 4 mg. : *bottles of 50 tablets.*

For day-long or night-long relief, 1 dose of 2 tablets
(1 tablet for mild cases and children). †Trademark

PITMAN-MOORE COMPANY

DIVISION OF ALLIED LABORATORIES, INC. • INDIANAPOLIS 6, INDIANA



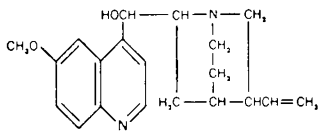
Progress in **SYNTHETIC CHEMISTRY**
EQUALS
Progress in **CHEMOTHERAPEUTICS**

S it has a high degree of clinical safety, it is considered to be the preferred antimalarial drug for treatment of disorders of connective tissue, because of the low incidence of gastrointestinal distress as compared to that with chloroquine phosphate."

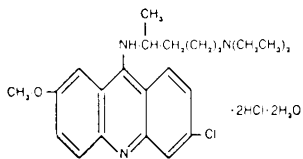
"... Plaquenil is decidedly less toxic and better tolerated by the average patient, even in high dosage, than is chloroquine."²

"... the least toxic of its class . . ."

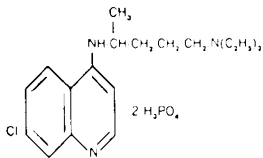
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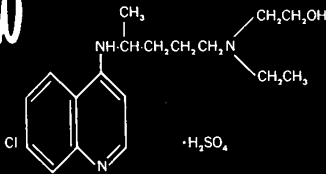
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ARALEN®
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Now



Plaquenil[®]

RHEUMATOID ARTHRITIS

SIDE EFFECTS MARKEDLY REDUCED

DOSE: Initial—400 to 600 mg. (2 or 3 tablets) Plaquenil sulfate daily.

Maintenance—200 to 400 mg. (1 or 2 tablets) daily.

SUPPLIED: Tablets of 200 mg., bottles of 100.

Write for Booklet

Winthrop LABORATORIES
NEW YORK 18, N. Y.

REFERENCES:

1. Schierbel, A.L., Schuchter, S.L., and Harrison, J.W.: *Cleveland Clin. Quart.* 24: 98, Apr., 1957.
2. Schoch, A.G., and Alexander, L.F.: The Schoch section. *Bull. A. Mil. Dermatologists* 5: 26, Nov., 1956.
3. Cornbleet, Theodore: *Arch. Dermat.* 73: 572, June, 1956.

Atabrine (brand of quinaquine),
Aralen (brand of chloroquine),
and Plaquenil (brand of hydroxychloroquine),
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R_x FOR TENSION AND INSOMNIA

Two MEPROTABS before retiring

- insure restful, uninterrupted sleep
- insure alert awakening
- insure a tranquil mind and relaxed body

MEPROTABS are 400 mg. meprobamate tablets, coated, white, and unmarked, to make name and type of medication unidentifiable to your patient. Mepro tabs are pleasant tasting and easy to swallow.

Mepro tabs*

contains the *original* meprobamate, discovered and introduced by



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Integral...

*in almost every diet
in health and disease*

For protein of excellent quality

For quickly available energy

For important B vitamins

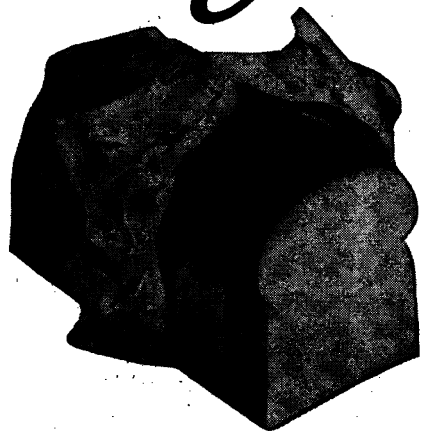
For essential minerals

For freedom from irritant residue

For low fat content

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Enriched Bread



is in Step with the Demands of
Advancing Nutritional Knowledge
Regardless of Dietary
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X-RAYS SHOW HOW ONE PYRIBENZAMINE® LONTAB®

relieves allergy all day or all night

The unretouched X-ray films show how Lontabs release medication in the digestive tract. So that the prolonged erosion of the Lontab core could be visualized by X-ray, subject was given 10 Lontabs, each containing 100 mg. of a radiopaque substance in place of Pyribenzamine.

With its unique formulation, the Pyribenzamine Lontab not only relieves allergy symptoms promptly, but sustains relief as long as 12 hours.



Special outer shell releases 33 mg. Pyribenzamine hydrochloride within 10 minutes.

Unique core releases approximately 18 mg. Pyribenzamine hydrochloride the 1st hour, approximately 50 mg. from the 2nd to the 12th hour.

SUPPLIED: Pyribenzamine Lontabs — full-strength — 100 mg. (light blue).

NOW AVAILABLE: Pyribenzamine Lontabs — half-strength — 50 mg. (light green) — for children over 5 and for adults who require less antiallergic medication.

PYRIBENZAMINE® hydrochloride (tripelennamine hydrochloride CIBA)
LONTABS® (long-acting tablets CIBA)

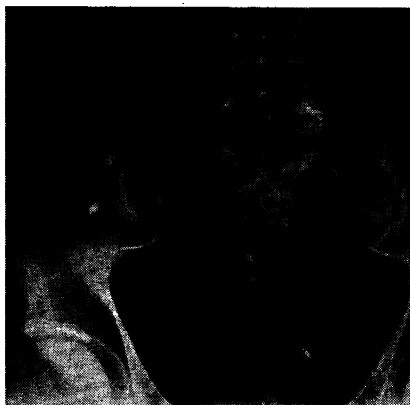
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C I B A SUMMIT, N. J.

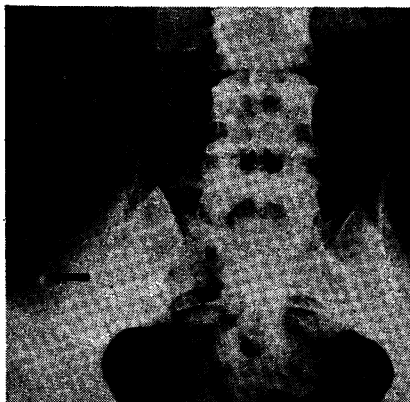
2 hours Lontabs are in the stomach and small bowel. Release of core substance is well under way.



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NOW...A NEW TREATMENT

'CARDILATE'*

for **THE PROPHYLAXIS OF
ANGINA PECTORIS**

'Cardilate' tablets  shaped for easy retention
in the buccal pouch

"... the degree of increase in exercise tolerance which sublingual erythrol tetranitrate permits, approximates that of nitroglycerin, amyl nitrite and octyl nitrite more closely than does any other of the approximately 100 preparations tested to date in this laboratory."

"Furthermore, the duration of this beneficial action is prolonged sufficiently to make this method of treatment of practical clinical value."

Riseman, J. E. F., Altman, G. E., and Koretsky, S.:
Nitroglycerin and Other Nitrites in the Treatment of
Angina Pectoris, *Circulation* (Jan.) 1958.

* 'Cardilate' brand Erythrol Tetranitrate SUBLINGUAL TABLETS, 15 mg. scored



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*both
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potent
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PARACORT* &

PREDNISON, PARKE-DAVIS

*3 to 5 times the activity
or hydrocortisone*

supplied: PARACORT and PARACORTOL are available as 5-mg.
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PARACORTOL*

PREDNISOLONE, PARKE-DAVIS

of cortisone



"Most likely
candidate
for ORINASE"

age: 40+
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now more than 250,000
diabetics enjoy oral therapy

In the presence of a functional
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and utilization of native insulin via
normal channels.

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UNISOL

ANTI-INFLAMMATORY

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ANTI-ALLERGIC CORTICOSTEROID



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WITH LOW DOSAGE

with NO SODIUM OR WATER RETENTION

with NO POTASSIUM LOSS

with NO DRUG-INDUCED PSYCHOSIS

with NO FALSE SENSE OF WELL-BEING

with LOW INCIDENCE OF OSTEOPOROSIS

with LOW INCIDENCE OF PEPTIC ULCER

Supplied: 2 mg. scored tablets (pink), bottles of 30 and 500; 4 mg. scored tablets (white), bottles of 30, 100 and 500.



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AMERICAN CYANAMID COMPANY • PEARL RIVER, NEW YORK

NOW...an advanced ACTH

**SIGNIFICANTLY
IMPROVED**

CORTROPHIN[®]-ZINC

(Corticotropin-Alpha Zinc Hydroxide)

A unique electrolytic process* of manufacture gives a fine, easily resuspended aqueous suspension of Cortrophin-Zinc with these therapeutic advantages:

- ★ **VIRTUALLY PAINLESS** . . . Unsurpassed patient acceptance.
- ★ **HIGH PURITY** Virtually pure ACTH with fewer mg. of foreign protein per injection.
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Cortrophin-Zinc is indicated in the treatment of more than 100 diseases, including rheumatoid arthritis, bronchial asthma, allergies and hypersensitivities, bursitis, serum sickness, conjunctivitis and other eye diseases, ulcerative colitis, atopic dermatitis and other skin diseases.

★ Ask your Organon representative or write for clinical and experimental reports substantiating these claims.


SUPPLIED: 5-cc vials containing 40 and 20 U.S.P. units of corticotropin per cc; 1-cc ampuls containing 40 and 20 U.S.P. units of corticotropin, with sterile disposable syringes.

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Available in other countries as Cortrophine-Z.



ORANGE, N. J.



NEW— CONTROLS DEPRESSION WITHOUT STIMULATION

Relieves depression without masking it with artificial elation • Restores natural sleep without depression-producing aftereffects • Reduces depressive rumination • Often makes electroshock therapy unnecessary • Deprol acts promptly and has a simple dosage schedule. *No known liver toxicity. No effect on blood pressure, appetite. No effect on sexual function.*



Deprol^{▲†}

Side effects are minimal and easily controlled by dosage adjustment. Does not interfere with other drug therapy.

Composition: Each tablet contains 400 mg. meprobamate and 1 mg. 2-diethylaminoethyl benzilate hydrochloride (benactyzine HCl).

Recommended Starting Dose: 1 tablet q.i.d.

Reference: Alexander, L.: *Chemotherapy of depression—Use of meprobamate combined with benactyzine (2-diethylaminoethyl benzilate) hydrochloride.* J.A.M.A. 166:1019, March 1, 1958.

Literature and samples on request

 **WALLACE LABORATORIES**
New Brunswick, N. J.

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Ford, R.V., and Moyer, J.H.: Rauwolfia Toxicity in the Treatment of Hypertension: Some Observations on Comparative Toxicity of Reserpine, a Single Alkaloid, and Alseroxylon, a Compound Containing Multiple Alkaloids, *Postgrad. Med.*, January, 1958.



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1. Russek, H. I.: Postgrad. Med. 19:562 (June) 1956.

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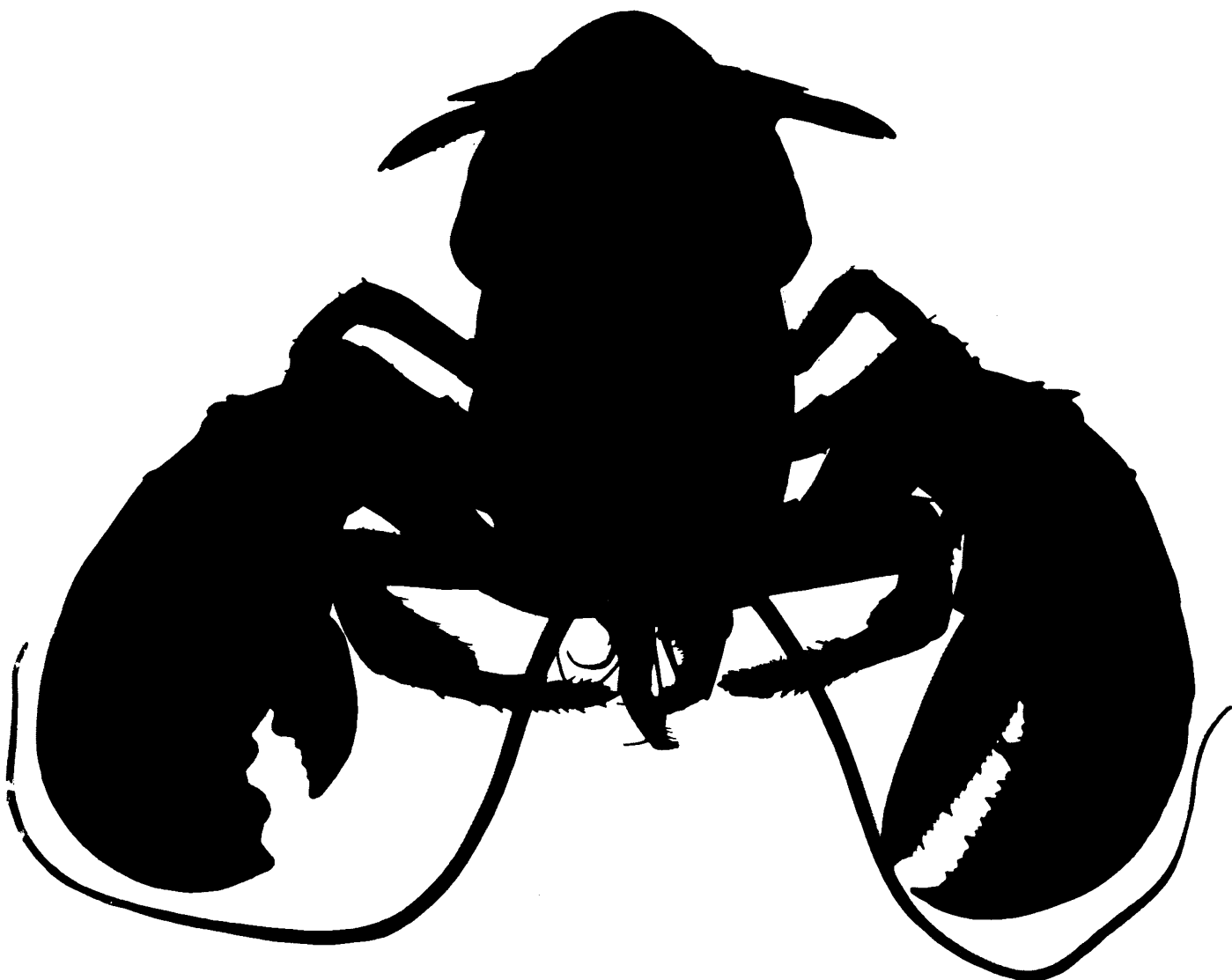
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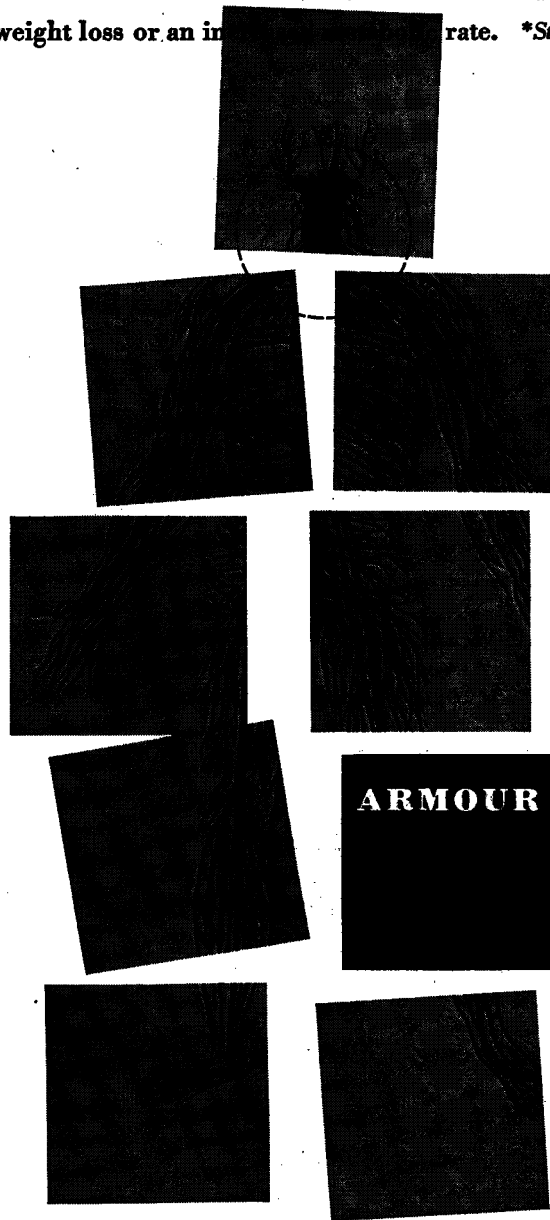


1. Thomas, J. W.: Ann. Allergy 16:128, 1958

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